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ABSTRACT

This bibliography lists and describes published and unpublished material relating to mass communications in Taiwan, from 1945 to 1973. Almost all the items listed are written in Chinese. The bibliography is divided into 17 sections: bibliography and reference material; communication theory and research methods; communication (general); media development and characteristics; newspapers; print media; broadcast media; film; news agencies; laws of mass communication; communication teaching and training; mass media in formal education; advertising, marketing, public relations, and management; government communication; social contexts of the media; communication technology; and mass communication periodicals. An author index is included. (GW)

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Asian Mass Communication
BIBLIOGRAPHY SERIES 5

MASS COMMUNICATION IN

TAIWAN

an annotated bibliography

Compiled by

Shou-Jung Yang

Editors:

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Guy de Fontgalland

Published by

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Membership. Membership is open to individuals and institutions actively involved and interested in the study and practice of mass communication, irrespective of their geographical location. Individual membership is S$20 (US$8) per calendar year and Institutional Membership S$100 (US$40) minimum. All members automatically receive Media Asia and the Asian Mass Communication Bulletin which is Amic's newsletter. They are also entitled to reductions on other Amic publications and services.

INTRODUCTION

This bibliography series is unique in that it was compiled as a cooperative project involving partners from ten different countries in Asia. The countries are: Hongkong, India, Indonesia, Korea, Malaysia, Nepal, Pakistan, Philippines, Sri Lanka, and Taiwan, with Amic undertaking the compilation for Singapore.

This is perhaps the first time that a comprehensive bibliography of this kind has been attempted to cover the multi-disciplinary fields of mass communication in so vast a region as Asia. While Amic is aware that there are many strong collections of Asian materials in the West, it is convinced that a work of this kind derives added strength because it is compiled in the country of origin and by persons familiar with the work done by their colleagues.

Purpose

This series was initiated and funded by Amic to meet the need expressed at many seminars that there is little or no information about materials on mass communication in Asia. It is hoped that this series will help to map out the existing literature so that future research can be programmed to areas of greatest need. When completed, this series should reinforce the documentation work of Amic as well as provide the jumping board from which trend studies can be made.

Development of project

This project started in January 1973 when cooperating partners, both subject specialists and experienced librarians were contacted to undertake the compilation of materials from their respective countries. Individual agreements were reached with cooperating partners in their individual capacities or through their institutions. A detailed draft outline of the project was circulated for comment.

A small group of nine met in Bangkok on March 31, 1973, to discuss the draft outline. Suggestions, amendments, refinements were made which were incorporated into the revised outline. This not only described the project but also provided adequate details to serve as a kind of compiler's manual so that a certain degree of uniformity could be maintained.

In November 1973, a two-day workshop was called, to which those whose projects had already started, were invited. Progress reports, problems encountered and further clarifications were brought up at the workshop. The meeting also gave coordinators the opportunity to work through the collection at Amic to supplement their own materials. Crucial and important suggestions were made which the secretariat was happy to incorporate into the revised outline.

In a bibliography of this nature, which is the work of many hands and minds distributed over a large region, it soon became evident to Amic that while uniformity of standard was important, flexibility was equally necessary. Because of the need to meet the special requirements of individual bibliographies, it was decided that the bibliography should be issued in separate country compilations. This therefore gave compilers the flexibility of varying the scope and coverage.

Scope and coverage

This series attempts to be comprehensive in covering the multi-disciplinary field of mass communication. Areas such as agriculture, anthropology, community development, economics, education, law, political science, population, public administration, sociology, social psychology, and urban studies were searched for materials on relevant aspects of communication.

All print material whether issued as books, parts of books, pamphlets, conference reports, seminar papers, M.A., Ph.D. theses, research studies, surveys, government annual reports, commission reports etc. are included. Published and unpublished materials included, covered the periods: 1945-1973 and 1960-1973 respectively. Materials in all languages are included. Audio-visual materials, newspaper articles and materials written by Asians about mass communication in Western countries are excluded. Periodical materials are included in some compilations.

Method of compilation

Individual bibliographies were compiled by "coordinators" in each country with Amic coordinating the entire project. Compilations were based on the collections found at key institutions in the metropolitan centres and supplemented by mailed requests or individual visits to selected institutions in other cities. The first

drafts of all bibliographies were mailed to Amic for editorial and bibliographic control. Final printing and proof reading were also undertaken at Amic.

Arrangement

A simple subject arrangement with an author index is adopted. A short descriptive annotation accompanies most titles, except those whose titles are adequately descriptive of their content.

Updating

Depending on the quality of and response to this first exercise, it is hoped that this series can be updated periodically. If resources and time permit, this may be undertaken by Amic, or perhaps by the present cooperating partners themselves.

Acknowledgement

Amic wishes to place on record the fine cooperation which the ten partners in this project so unstintingly gave. Often this took the form of releasing manpower, or of extending the use of institutional facilities, and in a few cases, of shouldering part of the financial expenses of the project. Special thanks too are due to the coordinators who often had to work on their own time and under difficult conditions. Mention too should be made of the many institutions and individuals who assisted the coordinators in bibliographic or secretarial work.

For the bibliography on *Mass Communication in Taiwan*, Amic is indeed grateful to Dr. Shou-Jung Yang, formerly of the Graduate School of Journalism, National Chengchi University, Taipei and all his assistants for the enormous amount of effort in collating the bibliographic listings and annotating them. Especially in the context of Taiwan, the work was all the more arduous as almost all the mass communication documents are in Chinese and annotations had to be made in English.

Singapore, 1977

Reinhard Keune
Consultant

PREFACE

The Asian Mass Communication Research and Information Centre, with a view to facilitating research activities of communication practitioners and scholars, has initiated the compilation of an annotated bibliography series on mass communication in Asia. All published and unpublished materials pertaining to mass communication in Asia are included in this series.

This unprecedented project has two deep meanings. Because the development of mass communication began rather late, communication theory has just begun to burgeon. Furthermore, due to the unique characteristic of mass communication, it's study must necessarily depend on other sciences. Thus the compilation of this annotated bibliography would not only stimulate the interest of researchers and students but also provide a sound back-up for the study of mass communication.

Another advantage is that the series can help an exchange of information, hitherto scattered around, among communicologists and other social scientists in a country, in a region or even at an international level.

There is of course an unfortunate barrier of language. Most document especially in Taiwan, are in Chinese and would present problems to those who cannot understand the language. What is of importance however is that scholars and communication practitioners throughout the world can, through this bibliography series, come to know the existence and the nature of the documents annotated and could, if needed, obtain translations of such documents.

A great deal of effort has gone into making this bibliography complete and accurate. We would like to express our sincere thanks to all those who have contributed to this pioneering work.

Shou-Jung Yang

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I. BIBLIOGRAPHY AND REFERENCE MATERIAL

1. **CHANG, Tzu-han**
   A glossary of TV terms. Compiled by Chang Tzu-han and Chiou Jeng. Taipei, Taipei Journalists Association, 1968. 212p. illus. (Journalism books series no. 11) Chinese and English.

   This is a dictionary of TV terms. It classifies TV operations into fifteen sections. Each section consists of several items. It is compiled in both English and Chinese.

2. **CHANG, Wei-ping**
   The translation of journalistic English. Taipei, Tai-hsia Publishing Co., 1965, 2v. illus. Chinese.

   Comprises two volumes. The first volume is "Hand-book of the Translation of Journalistic English" which explanation and terminology. The second volume is "Exercises of the Translation of Journalistic English" includes examples and exercises.

3. **CHENG, Chin-hsing**
   A selected collections of journalistic writings. Taipei, Taiwan Commercial Press Limited, 1971. 116p. Chinese.

   This pamphlet introduces with critiques 28 well known books on journalism. The first part includes 17 books in Chinese (including those translated from other languages). The second part deals with 11 books published in English.

4. **CHI, Hua-huang**
   A study on the translation of news in English through telecommunication. Taipei, Graduate School of Journalism, National Chengchi University, 1970 69p. mimeo. illus. bibl. thesis(M.A.). Chinese.

   Discusses four topics: 1. the characteristics of translation and news translations, 2. the reporting and format of foreign telecommunication, 3. the basic differences between Chinese and English, the handicaps often seen in the translation of foreign telecommunication, 4. the techniques and basic principle in translating foreign telecommunication.

5. **MA, Chuan-chung**
   Journalistic English. Taipei, Taiwan Student Book Co., 1969. 346p. English with Chinese Explanation.

   Discusses the reading, translation, writing and editing of journalistic English. The first part is designed for readers in general. The second part is example and reference material. The third part is for journalism students and future journalists.

6. **TAIWAN. Ministry of Economic Affairs. Economic Cooperation Commission.**

The registered publication industries. Taipei, Office of the Administration of Publication Industry, Ministry of Economic Affairs, 1964 1v. illus. annual. Chinese.

7. **YANG, Ru-te**
The arrangement of often-used words in Newspapers. Taipei, Journalists Association, 1970. 203p. illus. bibl. Chinese.

This book is written for the purpose of increasing the readability of Chinese newspapers. The author maintains two principles in arranging the often-used words: 1. don't affect the general public's habit in the use of words, 2. don't affect the traditional beauty of the Chinese characters. He concludes that two or three thousand characters is sufficient for newspapers.

8. **YANG, Shou-jung**
Abstracts of communication research paper, by Yang Shou-jung, Yih Shing and Cheng Chen-huang. Taipei, Graduate School of Journalism, National Chengchi University, 1972-1973. 2v. Chinese and English.

Contains the abstracts of some of the M.A. theses of the Graduate School of Journalism at National Chengchi University. Each volume consists of Chinese and English abstracts of 20 theses. Each entry includes: title, author, advisor, date, purpose, hypotheses (or background), research method, findings (or outline) etc. Includes theses titles submitted since 1965.

II. COMMUNICATION THEORY, RESEARCH METHODS

9. **CHEN, Shih-min**
A tentative readability formula for Chinese language. Taipei, Graduate School of Journalism, National Chengchi University, 1971. 81p. mimeo. illus. bibl. theses (M.A.). Chinese.

Assumes that "sentence length" and "character difficulty" are the two prime factors which influence the comprehensibility of written materials in Chinese. Conducts two tests, with different treatments, with junior middle school students in order to find the difference. Establishes the formula as:

Y (readability score) = 0.8 X X_1
(average number of characters in one sentence) +
X_2 (percentage of difficult character).
But the coefficient of determination is only 0.0422.

10. **The CHINESE Institute of Public Opinion**
The theory and practice of public opinion survey. Taipei, The Chinese Institute of Public Opinion, 1964. 158p.+82p. illus. bibl. Chinese.

Includes 14 articles discussing public opinion survey: 17 reports are in Chinese and 2 reports in English. Also included are personal opinions of some scholars, etc.

11. **FANG, Peng-cheng**
A study of the persuasive communication of Hoh-tsung and Lien-hung strategies in the pre-chin era. Taipei, Graduate School of Journalism, National Chengchi University, 1973. 104p. mimeo. illus. bibl. thesis(M.A.). Chinese.

Analyses the theories of Hoh-tsung and Lien-heng which are two kinds of hostile diplomatic strategies and persuasive communication movements advocated by Hsu Chin and Chang Yi respectively. Aspects studied include: the message, the reliability of communications, the communication skills, personality characteristics of the audience, and the communication environment. Compares the findings with the theories of the Western persuasive communication.

12. **HSU, Chia-shih**
Theories of mass communication. Taipei, Taipei Journalists Association, 1966. 209p. illus. bibl. (Journalism books series v.1) Chinese.

This book covers the following areas of communication: 1. its process, 2. its structure and functions, 3. its audience, 4. its channels, and 5. its effects. Author is able to explain difficult theoretical concepts using simple brief examples.

13. **HSU, Chia-shih**
The applicability of "two-step or multi-step" theory of communication to a transitional society. Taipei, National Science Council, 1971. 30p. mimeo. illus. (NSC research report). Chinese.

Conducts a questionnaire survey of housewives in Taiwan. The results show that in a transitional society such as Taiwan, the "two-step or multi-step" theory of communication is not very applicable as there are no opinion leaders in Taiwan.

14. **WANG, Paul H. C**
A collection of mass communication essays. Taipei Journalism Department, National Chengchi University, 1967. 327p. Chinese.

A collection of speeches sponsored by Journalism Department since 1957. Consists of seven parts: journalism theory, mass communication theory, press enterprise, journalism education and journalists, editing and reporting, radio and TV, advertising and public relations, and appendices. All the speakers were journalists or experts in journalism.

15. **YANG, Shou-jung**
Readability formula for Chinese language. Wisconsin, University Wisconsin, 1970. 106p. mimeo. illus. bibl. thesis (Ph.D.).

Selects 85 modern Chinese articles and designs a standard questionnaire. Junior middle school students in Taiwan are tested to find the degree of comprehension. Applies methods of stepwise regression and correlation to build two readability formulas which contains 39 independent variables.

16. **YEN, Clement C**
Research methodology in mass communication. Taipei, Taipei Journalists Association, 1972. (Journalism books series no. 23). 127p. illus. bibl. Chinese.

This is the first book published in Taiwan which is devoted to research methodology in mass communication. The author who has been teaching this course in National Chengchi University for the past six years discusses the nature and basic elements of scientific research. There are chapters on public opinion poll, content analysis and descriptive research. Style and principles of writing a research paper are also explained. The author draws from his experience gained in the classroom as well as in the field.

III. COMMUNICATION (GENERAL)

17. **The CHINA Academy. (Committee of the Symposium of Sinological Researches).**
Symposium of journalism. Taipei, 1970. 104+75p. illus. Chinese.

Illustrates journalism research, magazines, news agency, mass media, press freedom, etc. in China. Contains 14 articles, 6 in English and 8 in Chinese. There are 8 articles discussing mass communication in China.

18. **KUOMINTANG. Central Commission. Fourth Section**
Mass media and the reporting of scientific news. Taipei, 1969. 14p. bibl. Chinese.

Illustrates the way scientists and journalists cooperate. Discusses the reporting of scientific news in newspapers, magazines, radio and TV. Explores the training and encouragement of science reporters.

19. **LIU, Chien-shun**
Journalism and mass communication. Taipei, Radio and Television Quarterly, 1972. 254p. illus. bibl. Chinese.

This book consists of nine chapters. It covers the following major topics: the concept and process of communication, the definition of news, the journalism industry, news media and channels, the audience and process of mass communication, factors affecting the effects of news communication, and the outlook of journalism and mass communication industries in China.

20. **WANG, Chiu-tu**
A comparison of one-sided and two-sided communication. Taipei, Graduate School of Journalism, National Chengchi University, 1966. 46p. mimeo. illus. bibl. thesis (M.A.) Chinese.

Some Taipei high school students, selected by random sampling, are surveyed. Applies the experimental method to measure the effects produced by one-sided and two-sided communications. The result reinforces the findings of Dr. Carl. I. Hovland.

21. **WANG, Paul H. C**
A collection of mass communication essays. Taipei Journalism Department, National Chengchi University, 1967. 327p. Chinese.

A collection of speeches sponsored by Journalism Department since 1957. Consists of seven parts: journalism theory, mass communication theory, press enterprise, journalism education and journalists, editing and reporting, radio and TV, advertising and public relations, and appendices. All the speakers were journalists or experts in journalism.

IV. MEDIA DEVELOPMENT AND CHARACTERISTICS

22. **LEE, Thomas C**
Mass media and communication research in the Republic of China. Report presented at Amic's travelling seminar September 5-29, 1971. 19p. bibl.

Discusses briefly the history and present state of newspaper, magazines, news agencies, radio and television, journalism education, journalism research in China.

23. **LIN, Shih-tung**
Views and use of farm information sources by farmers in two Taiwan villages. Taipei, Chinese-United States Joint Commission on Rural Reconstruction, 1969. 21p.

This excerpt from the thesis required for M.S. degree in rural sociology, University of Missouri, U.S.A. 1969 concerns with how evaluation and use patterns of farm in-

formation sources varied with different groups of farmers living in one economically advantaged and one economically disadvantaged village in Taiwan; also what relationship there was between their evaluations and actual patterns of source use in farm practice adoption decisions.

24. **TSAI, Jeff**
Information, education, and communication in Taiwan's family planning program. By Jeff Tsai and Yvonne Hsu. A report prepared for both the Workshop on Information, Education, and Communication in Family Planning, organized by the East-West Center Communication Institute in Hawaii and Taichung from 10 April to 23 June, 1972; and the Communication Workshop of the University of Chicago in Chicago from 15 June to 19 August, 1972. Taichung, Chinese Center for International Training in Family Planning, 1972. 19p. mimeo.

Discusses the demographic changes in Taiwan, and, the field approaches, the communication approaches and special approaches ever adopted in Taiwan.

25. **WU, Tsong-shien**
Communication process and practice adoption in Taiwan. Taipei, Department of Agricultural Extension, College of Agriculture, National Taiwan University, 1966. 35p. mimeo. Chinese.

Study done to compare the influence of various sources and media of agricultural communication upon different adopter categories at various stages of adoption, and certain factors that affect the adoption behaviour in Taiwan. Data from this study could be useful to field adult educators at all levels in planning, executing, and evaluating agricultural education programmes.

V. NEWSPAPERS

26. **CHANG, Chi**
A study on the relationship between press freedom and the secret of national defense. Taipei, Graduate School of Journalism, National Chengchi University, 1972. 105p. mimeo. bibl. thesis(M.A.). Chinese.

Discusses the concept of press freedom, and the scope of the secrets of national defense. Examines the world's views about the American newspaper's disclosure of the secrets of national defense, the current Chinese laws and regulations in connection with secret-keeping and how to guard the secrets of national defense, etc. The author stresses that national security is much more important than press freedom.

27. **CHANG, Chih-hung**
A practical handbook on news writing. Edited by Chih-hung Chang and Li-ching Yu, Taipei, Tien Educational Center and Asian Foundation, 1971. 187p. bibl. Chinese.

Based on Father Chih-hung Chang's lectures on news writing delivered at the Summer Seminar of Youth Writing of the Tien Educational Center. It is written primarily for readers other than journalism majors. Most of the text is based on a book entitled "Elements of journalism." Discarding journalism theories, the author emphasizes the practical aspects of news writing. Brief descriptions are given of the lead, features, interviewing, headline writing, editorial, column, as well as the writing of domestic soft news, sports news, and art news.

28. **CHANG, Li-hsiung**
A study of the press and its social responsibilities. Taipei, Graduate School of Journalism, National Chengchi University, 1964. 108p. illus. thesis(M.A.). Chinese.

Illustrates the four theories of the press. Investigates the ethical responsibilities of the press from the view-point of quantity and quality. Discusses how to create a free and responsible press. Describes the legal responsibility of the press.

29. **CHANG, Ming-fang**
A study of The Chinese Progress **in the late years of the Ching Dynasty, Taipei, Graduate School of Journalism, National Chengchi University, 1968. 69p. mimeo. illus. bibl. Thesis(M.A.). Chinese.**

Illustrates the beginning and the end of **The Chinese Progress** and its impact on the politics and press of China in the late years of Ching Dynasty. Discusses the elements of its success.

30. **CHANG, Shen-hua**
Newspaper and editorial. Taipei, Graduate School of Journalism, National Chengchi University, 1957. 93p. bibl. thesis(M.A.). Chinese.

Illustrates the power of newspapers. Identifies two major kinds of newspaper content: historical recording and comments. Discusses the development of editorials, its types and content, its characteristics and its function.

31. **CHANG, Tsung-pao**
Kau-len Wang and the Chinese press of the enlightenment period, Taipei, Graduate School of Journalism, National Chengchi University, 1962. 64p. mimeo, bibl. thesis (M.A.). Chinese.

Describes K'an-len Wang's life and career in the press, his contribution to the development of Chinese press and the newspapers he directed. Outlines the development of Chinese press during this so-called enlightenment period.

32. **CHAN, Wen-hu**
The management and administration of newspaper. New ed., Taipei, Chen Chung Book Co., 1958. 248p. illus. Chinese.

This book highlights the stories of successful newspapermen. The first chapter "The background of experience" mentions some newspaper tycoons such as Melville E. Stone, William R. Nelson, Adolph S. Ocha., Lord Northcliffe who encouraged and were devoted to journalism. The other chapters discuss the creation of journalism as a profession, the way of organisation, the principles of circulation, newspaper advertisement, the problems of printing, the principles of managing finances, etc.

33. **CHAO, Christopher Y**
A comparative study of the news coverage about the murder case of Liu-kong-tseng. Taipei, Graduate School of Journalism, National Chengchi University, 1962. 249p. mimeo. bibl. thesis (M.A.). Chinese.

Compares eight Taipei newspapers' news coverage about this crime from the angles of reporting, editing and space. Analyses the news content with the principle of news reporting, the social influence and the stand-point of law. Mentions succinctly the relevant problems arising from this crime.

34. **CHEN, Chin**
A study of the journalistic novels. Taipei, Graduate School of Journalism, National Chengchi University, 1963. 50p. mimeo. bibl. thesis(M.A.). Chinese.

Establishes the theoretical basis of journalistic novels from the writing of historical novels. Explains the definition of journalistic novels with the examples. Discusses the journalistic novels from the angle of journalistic literature. Explains the impact of journalistic novels.

35. **CHEN, Chu-kan**
The way to make a newspaper become an enterprise. Taipei, Graduate School of Journalism, National Chengchi University, 1956. 133p. mimeo. thesis (M.A.). Chinese.

Discusses the three conditions which will eventually make the press become a thriving business concern: circulation, advertisement, and enterprising spirit. Also analyses the process of the press in China becoming commercial as well as its advantages and disadvantages.

36. **CHEN, Eh**
News writing. Taipei, 1971. 402p. Chinese.

Discusses the style of news, accurate reporting, readability, the structure of news, feature writing, writing of special columns, interpretative news, objective reporting and the writing of various kinds of news. Explains the principles with actual examples.

37. **CHENG, Chen-ming**
Readings in journalism. Taipei, The Central Daily News, 1964. 235p. illus. Chinese.

Contains four parts, namely, journalism theory, journalism industry, journalism education, and cultivation of the mind. Part IV comprises the opinions of some 13 noted scholars interviewed by the author when he was a reporter of the Central Daily News.

38. **CHENG, Chen-ming**
The theory and practice of news collecting. 2d ed., Taipei, The Commercial Press Ltd., 1968. 400p. illus. Chinese.

This book can be divided into three part: 1. a brief description of the general principles of news collecting and news writing, 2. an illustration of various types of news collecting, and 3. a detailed explanation of various types of news writing with examples. The third part is most suited to practical needs.

39. **CHENG, She-wo**
Essays on journalism. Taipei, China Culture Service, 1956. 176p. Chinese.

The four major topics dealt with in this book are: 1. press freedom, 2. plans for the reconstruction of the press in Chinese Mainland, and the exposure of the unethical practices of newspaper in Communist China, 3. practical problems concerning every aspect of press enterprise, 4. recollections from the author's own journalistic career.

40. **CHEN, Sheng-shih**
The evolution of modern Chinese newspapers. Taipei, Graduate School of Journalism, National Chengchi University, 1958. 61p.+7p. mimeo. bibl. thesis (M.A.). Chinese.

Describes the evolution of editorials of modern Chinese newspapers from three different angles: the evolution of newspaper title, the evolution of form and the evolution of content.

41. **CHEN, Shih-an**
The principles of news editing. Taipei, Chang-feng Publishing Co., 1954. 262p. illus. bibl. Chinese.

This book explains the definition, obligation and importance of news editing, the status and requirements of an editor, the structure of editorial departments etc. Illustrates the style, make-up, management, headline, type-setting, proof-reading, correction and obligations of newspapers.

42. **CHEN, Shin-an**
News editing. 2d ed., Taipei, Chang-feng Publishing Inc., 1960. 268p. illus. Chinese.

The author uses newspaper clippings and lay-out as examples to explain how to set type and make headline box and flowery designs. It is a textbook of journalism departments because of its clear and practical approach to the subject.

43. **CHEN, Shih-an**
Introduction to the press. Taipei, Jen-yen Publishing Co., 1968. 238p. Chinese.

Contains nine chapters: 1. the components of a newspaper, and types of newspaper; 2. the characteristics and function of newspapers; 3. the content of a newspaper, 4. newspaper and public opinion; 5. circulation and advertising; 6. the management of a newspaper; 7. the style and quality of a newspaper; 8. the trends of the press; 9. the press law and press self-discipline.

44. **CHEN, Tsu-hua**
A study of Yo-jen Yu's Creating "Three Mins Pao". Taipei, Graduate School of Journalism, National Chengchi University, 1966. 149p. mimeo. bibl. thesis (M.A.). Chinese.

Assesses the status of Yo-jen Yu and the "Three Min Pao" he published: **Min Hu Pao, Min Hsu Pao** and **Min Li Pao.** Describes the life of Yu, his career in press circles and his concept of publishing a newspaper.

45. **CHEN, Yeong-chuoch**
The Korean image molded by the news reports in the Central Daily News **and** United Daily News. **Taipei, Graduate School of Journalism, National Chengchi University, 1972. 104p. mimeo. illus. bibl. thesis(M.A.). Chinese.**

Content analyses the news reports of **Central Daily News** and **United Daily News** throughout 1971. The results support the six hypotheses of the author.

46. **CHI, Gin-yao**
Modern journalism. Taipei, Hai-tien Publishing Co., Taipei, 1964. 155p. bibl. Chinese.

Explains mass communication, mass media and news media, mass interests and news value, the language used by news media, the limitations of news media, newspaper, radio news, television news, the diffusion of international news, advertising and public relations.

47. **CHI, Gin-yao**
The offence of slander in reporting crime stories: A comparative study of three major Taipei newspapers. Taipei, National Science Council, 1967. 67p. mimeo. illus. bibl. (NSC research report). Chinese.

Applies methods of content analysis to investigate whether the news headlines and content of three major Taipei newspapers border on slander in reporting crime stories. Suggests press should exercise more self-discipline.

48. **CHI, Kao-ju**
A study of military news. Political Warfare College, Taipei, (Department of Journalism), 1962. 44p. Chinese.

Describes the status of military news in a war. Explains the elements of military news reporting. Illustrates the practice of military news: reporting, writing, editing, announcing, diffusing and printing.

49. **CHI, Ping-feng**
The debate between Revolutionists and Royalists in the late years of the Ching Dynasty. Taipei, Graduate School of Journalism, National Chengchi University. 162p. mimeo. illus. bibl. thesis (M.A.). Chinese.

Illustrates the role and influence of the early newspapers in the debate between the Royalists and Revolutionists in the late years of Ching Dynasty. Describes the reason and method of the debate, and a history of the important newspapers.

50. **CHIEN, Chen**
On journalism. 2d ed., Taipei, Central Daily News, 1968. 2v. illus. bibl. Chinese.

The first volume discusses news, journalism, press industry and classification of news from the view-point of theory. It then discusses reporting, writing, interpretation, feature writing, editing and photo news. The second volume discusses press freedom, press self-discipline, press law, etc.

51. **CH'IN, Feng-hsi**
Colour printing of newspaper. Taipei, Taipei Journalists Association, 1969. 195p. illus. bibl. (Journalism books series, no. 15). Chinese.

A comprehensive discussion of colour printing is given: 1. colour theories, 2. printing techniques, 3. use of ink, 4. colour advertisement and prediction of its effectiveness. Examples given rely heavily on books written in Japanese, and examples from surveys and researches conducted in Japan. Local news media, advertising agencies and clients will find this useful to their business.

52. **CHIN, Yung-kuang**
An analysis of the major campaign news in Taipei newspapers. Taipei, Graduate School of Journalism. National Chengchi University, 1965. 48p. mimeo. illus. bibl. Chinese.

Compares the style of reporting of four Taipei newspapers. The election news in four newspapers are content analysed.

53. **CHING, Hsi-jen**
The psychological factors of the production of headlines. Taipei, Graduate School of Journalism, National Chengchi University, 1956. 124p. illus. mimeo. thesis(M.A.). Chinese.

Discusses the psychological function and impact before and after the production of headlines from the viewpoint of some principles and methods in psychology. The scope includes propaganda and reading psychology.

54. **CHIU, Sheng-an**
A study of Hsin Min Ts'ung Pao. Taipei, Graduate School of Journalism, National Chengchi University, 1968. 108p. mimeo. illus. bibl. thesis (M.A.). Chinese.
Traces the social, political and press back-ground for the creation of the **Hsin Min Ts'ung Pao.** Describes its history, content and debate with **Min Pao.**

55. **CHU, Chi-ying**
A survey on the newspaper reading habit in rural Taiwan. Taipei, Graduate School of Journalism, National Chengchi University, 1964. 72p. illus. bibl. thesis(M.A.). Chinese.

Analyses newspaper readership in rural Taiwan in terms of their access to newspapers, their purpose, habit and interests in reading. The results show that newspapers in Taiwan have not exerted their influence to the utmost and newspapers are not widespread in rural Taiwan.

56. **CHU, Chuan-yu**
Journalists, press history and journalism. Taipei, Taiwan Commercial Press Limited, 1967. 317p. Chinese.

Contains 28 short articles describing journalists, press history and journalism. Includes 6 book reviews on press history and foreign books.

57. **CHU, Chuan-yu**
The press history of the Sung Dynasty, Taipei, The China Committee for Publication Aid and Prize Awards, 1967. 324p. illus. bibl. Chinese.

The Sung Dynasty was a period of prosperity in the history of the Chinese press. Each chapter discusses the content and influence of "Dii-pai," "Hsiao-pao," "Pan-weng," "Shi-wen" and public opinion. The author explains that publications of the Sung period already had the functions of modern newspapers. This view rejects the old theory that the development of the Chinese press was promoted greatly by foreign influence. The author had used more than 100 reference books.

58. **CHU, Wei-yu**
The function of newspapers in the economic development of Taiwan. Taipei, Graduate School of Journalism, National Chengchi University, 1969. 110p. illus. mimeo. bibl. thesis(M.A.). Chinese.

Analyzes the economic news report and comments on Taiwan newspapers. Illustrates the function, value and role of communication media in the development of the economy. Explains the increasing contribution of specialised

economic newspapers. Points out the path of future improvements.

59. **CHU, You-lung**
A comparative study on the editorials of Taipei newspapers. Taipei, Graduate School of Journalism, National Chengchi University, 1961. 63p. mimeo. illus. bibl. thesis (M.A.). Chinese.

Compares and analyses the editorials, short comments, special features, letters from readers, critical cartoons, etc. of four Taipei newspapers. Discusses the different ways of expressing opinion.

60. **The EDITORS, Association of China**
Journalism theory. Taipei, Taiwan Student Book Co., 1973. 247p. illus. Chinese.

Contains articles which discuss: 1. journalism theory and its historical development, 2. the essence, function and meaning of journalism, 3. mass communication, 4. the truth and objectivity of news, and 5. the future of newspaper under the pressure of television.

61. **HAN, Yi-liang**
Random talks on journalism. Taipei, Young Lion Book Store. 1961. 143p. Chinese.

This booklet deals with general knowledge about journalism. It consists of eleven articles concerning: a re-examination of the press competition in China, a study of editorial writing, the influence of crime news on the readers, the invaluable role of scholars as critics of society, the author's experience in editing, reporting, the literary section of newspapers, press advertising, the study of current affairs, press and ordinary literature.

62. **HO, Chao-li**
The theory and practice of journalism. Taipei, Lan-tai Publishing Inc., 1969. 239+9p. illus. Chinese.

The author has three objectives in mind when writing this book: 1. content should focus on fundamental knowledge, 2. to use simple words, and 3. both theory and practice should be equally stressed, they should also verify each other and have practical value. This book briefly introduces journalism education, journalism as a profession and press enterprises. It also describes in brief the meaning of news, news collection, news reporting, news writing, news criticism, and news editing. In addition, it also treats photographic news, radio & TV news, advertising, freedom of press, the self-discipline of press, press laws and regulations, public relations, mass communication and public opinion polls.

63. **HSU, Chia-shih**
A study of the reform of Chinese newspaper format. Taipei, National Science Council, 1973. 50p. mimeo. illus. bibl. (NSC research report). Chinese.

Column length, headline style and character style of a newspaper are studied in an experimental test involving 300 ninth-grade students. Examines the newspaper format in the USA and Japan and suggests the ideal format for Chinese newspapers.

64. **HSU, Chia-shih**
A study of the social news in Taiwan's newspapers. Taipei, The Fourth Section of the Central Commission of Kuomintang, 1968. 14p. Chinese.

Mentions three drawbacks in the reporting of social news in Taiwan's newspapers: 1. distortion of facts, 2. slander and contempt of court, 3. the possibility of strengthening the youth's negative attitude and criminal tendency. Also mentions four directions for improvement: 1. to strengthen press self-discipline, 2. to strengthen journalism education, 3. to encourage journalism research, 4. to encourage public criticism of the press.

65. **HSU, Hsing-wu**
Outline of practical journalism. Taipei, Taiwan Experimental Center of Production and Education, 1972. 393p. illus. Chinese.

Outlines such practical techniques as news collection, news editing, news comment, news writing, press management, essentials in photography.

66. **HSU, Pen-chih**
The correlation between newspaper circulation and national income. Taipei, Graduate School of Journalism, National Chengchi University, 1957. 68p. mimeo. illus. thesis (M.A.). Chinese.

This study uses national income as an independent variable to find its relationship with newspaper circulation. It finds that these two variables are correlated. It also compares the situation in developed and under-developed countries.

67. **HSU, Yung-ping**
Anecdotes of revolutionary newspapermen. Taipei, Chen Chung Book Co., 1973. 346p. illus. Chinese.

Contains 22 short articles describing the struggle of 17 Chinese revoluntionary newspapermen and the development of Kuomintang's newspapers.

68. **HSU, Yung-ping**
The biography of Chen Pu-lei. Taipei, Taipei Journalists Association, 1973. 344p. illus. Chinese.

Biography of Chen Pu-lei (1890 to 1944). Describes his family background, his childhood days, his career as a teacher and journalist, and his political life as a dedicated follower of Chiang Kai-shek, and his love and devotion to his people.

69. **HSU, Yung-ping**
Introduction to journalism. Taipei, Taiwan Chung Hua Book Company, 1971. 636p. illus. Chinese.

Two-thirds of this book is devoted to such matters as news gathering, news writing, news editing, and news commentary. The remainder covers other topics of journalism, such as: its content, its definition, its related sciences, principles of management, and the relationship between reporter and the law.

70. **HSU, Yung-ping**
Introduction to the management of the press. Taipei, Renaissance Book Co., 1970. 615p. illus. Chinese.

Describes the principles in the management of a newspaper, organisation, work, location and display of newspapers, printing, circulation and extension of circulation, advertising, management of materials, management of daily affairs, accounting, business plan, review, etc.

71. **HSUN, Ou-yang**
Knight-errant of "Gobi". Taipei, Eastern and Western Publishing Inc., 1969. 207p. Chinese.

This book comprises articles written and previously published by the author about his experiences in reporting and writing. It also includes articles published previously in one volume: "Newspapermen are people believed by people...."

72. **HSUN, Ou-yang**
Newspapermen are people; on penetrating news coverage and reporting. Taipei, Western and Eastern Publishing Inc., 1969. 157p. Chinese.

A collection of six articles on newspaper reporting. They are: 1. "Newspapermen are people: believed by people on penetrating news coverage and reporting;" 2. "The dynamic, static and variability of news;" 3. "Deadline and news clues;" 4. "Reporting is a serious business;" 5. "To compete with the Investigation Bureau;" and 6. "Reporting and fact-finding."

73. **HU, Chuan-hou**
News editing. Taipei, Taipei Journalists Association, 1968. 205p. illus. (Journalism books series no. 9). Chinese.

This book deals mainly with newspaper editing. Detailed descriptions are given of the following subjects: 1. the organisation and operation of a newspaper's editorial office, 2. the process of news editing, 3. headline making, 4. page layout, 5. editorial policies, 6. classified editing. This is a practical and useful reference book for beginners of both journalism and news editing. Also discussed in this book are: 1. the nature of journalism, functions, missions, and duties of journalists; 2. press laws and statutes; and 3. criteria for evaluating news.

74. **HUANG, Chou**
A comparative study of the news photos on Central Daily News **and** United Daily News. **Taipei, Graduate School of Journalism, National Chengchi University, 1958. 49p. manuscript illus. bibl. thesis (M.A.). Chinese.**

Compares the news photos of one public daily and one private daily newspaper in Taipei. Illustrates how the editors of the newspapers handle these photos.

75. **HUANG, San-i**
A study of the news writing for Chinese newspapers. Taipei, Graduate School of Journalism, National Chengchi University, 1958. 44p. mimeo. bibl. thesis (M.A.). Chinese.

Mentions the technical short-comings of news writing in Chinese newspapers. Explores the possibility of applying Western techniques to Chinese newspapers. The author confines the scope to the study of writing techniques, i.e., the principles of style and structure.

76. **HUNG, Kuei-chi**
A study of the history of Taiwan's press. Taipei, Graduate School of Journalism, National Chengchi University, 1957. 142p. mimeo. illus. thesis (M.A.). Chinese.

Illustrates the history of Taiwan's press from the period of Koxinga to the present. Introduces briefly each publication. Also appends valuable pictures and chronicle of Taiwan's press.

77. **HUNG, Kuei-chi**
A study of the history of Taiwan press. 2d ed., Taipei, The Committee of Taipei Historical Records, 1968. 248p. illus. bibl. Chinese.

Discusses the press of Taiwan before and after its retrocession to China in 1945, and the status quo. This is the first book about the history of Taiwan press. The materials come from historical writings, old newspapers, magazines and newspapermen.

78. **JUAN, Chin-chiang**
The attitude of New York Times **toward China issues in recent years. Taipei, Graduate School of Journalism, National Chengchi University, 1971. 38p. illus. mimeo. bibl. thesis(M.A.). Chinese.**

Investigates the standpoint of the articles in the **New York Times** toward the China issues. The content analysis shows that the articles in the **New York Times** about China are consistent with the opinions of American liberals.

79. **KAO, Feng-yung**
A study of professional journalism. Taipei, Graduate School of Journalism, National Chengchi University, 1969. 66p. mimeo. illus. bibl. thesis(M.A.). Chinese.

Reviews the definition and development of professional journalism, the relationships between journalistic self-discipline and professional journalism in other countries, and the status quo of professional journalism in Taiwan. Suggests solutions to the undesirable conditions of professional journalism in Taiwan.

80. KAO, Gin-hsing
A study on the collective news reporting. Taipei, Graduate School of Journalism, National Chengchi University, 1964. 67p. mimeo. bibl. thesis (M.A.). Chinese.

The purpose of this study is to elaborate on the techniques of news editing. Contains five chapters: 1. the theory and practice of collective news reporting; 2. the background and characteristics of domestic and foreign news agencies; 3. the methods and elements of collective news reporting; 4. the status quo of collective news reporting in Taiwan; and 5. the status of collective news reporting in news editing.

81. KUOMINTANG. Central Commission. Evaluation and Discipline Committee
How to eliminate the disadvantages of social (criminal and human interests) news. Taipei, 1961. 342p. illus. (Special topic research series no. 801). Chinese.

The first part of this book investigates theoretically the elimination of the disadvantages of social news. The second part which forms the core of this book analyses the social news as reported in Taiwan's leading daily newspapers between May, 1960 to April, 1961. It analyses the social news day by day from the viewpoint of social education.

82. KUOMINTANG. Central Commission. Fourth Section.
Research papers on social news. Taipei, 1962. 119p. illus. Chinese.

This is the record of a seminar on social news. Includes press self-discipline, ethics of the press, legal responsibility, criminal news reporting, etc.

83. KUOMINTANG. Central Commission. Fourth Section
The review and outlook of Chinese press self-discipline. Taipei, 1969. 76p. illus. Chinese.

The first chapter introduces the activities of the press Council of Taipei. The second chapter criticises the system of press self-discipline including the review of activities, the measurement of effect and the reconsideration of system. The last chapter attempts to assess the outlook of press self-discipline in Taiwan.

84. KUOMINTANG. Central Commission. Fourth Section
The way to improve social (crime & human interest) news. Taipei, 1971. 202p. Chinese.

This book consists of two parts. The first part is the theoretical review describing the new direction, classification and reporting of social news, slander, reader's interest, and

the limitation of press freedom. It also includes the minutes of the conference held by the Taipei Editor's Association. The second part is the analysis of social news and the comparative study of various newspapers. The Chu-Chee dismemberment case and Lion-Gong-Jean dismemberment case are chosen as the subjects of research.

85. **LAI, Chin-sung**
An analysis of the disaster stories in four Taipei newspapers. Taipei, Graduate School of Journalism, National Chengchi University, 1972. 61p. mimeo. illus. bibl. thesis (M.A.). Chinese.

This study attempts to find out whether the press has carried out its duty to promote social security besides reporting the disaster stories. Applies quantitative analysis and case study to analyse the disaster stories on four Taipei dailies.

86. **LAI, Kwang-lin**
The ambition and effects of K'ang-len Wang's Running newspapers. Taipei, National Science Council, 1968. 130p. mimeo. (NSC research paper). Chinese.

Investigates K'ang-len Wang's ambition and career in press circles. Assesses his influence and status in the press history of China.

87. **LAI, Kwang-lin**
Chi'i-Ch'ao Liang and modern Chinese press. Taipei, The Commercial Press Ltd., 1968. 135p. illus. Chinese.

This book consists of seven chapters: introduction, the background of Liang's devotion to press, Liang's management of newspapers, Liang's press ideas, Liang's contribution to press, the influence of Liang's speech and conclusion. Liang is praised as the prince of Chinese press by Westerners. This book is one of the few studies on him.

88. **LAI, Kwang-lin**
The relationship between Dr. Hu Shih and the press. Taipei, National Science Council, 1969. 88p. mimeo. bibl. Chinese.

This research paper concentrates on Dr. Hu's career and objectives in running newspapers, and his contribution towards the Chinese press. Also introduces Dr. Hu's relationship with the press, and the characteristics of his newspapers.

89. **LAI, Kwang-lin**
A study of A Review of the Times **published by Western missionaries. Taipei, National Science Council, 1970. 57p. mimeo. bibl. Chinese.**

Explores the content and effect of **A Review of the Times** in order to understand the direction of the westernisation movement at its early stage. Ascertains the contribution of **A Review of the Times** towards contemporary press and its status in the press history of China.

90. **LAI, Kwang-lin**

A study of Chi-luan Chang's career in press circles. Taipei, National Science Council, 1966. 120p. (NSC research report). Chinese.

Investigates Chi-luan Chang's career in press circles and his thoughts about press in order to ascertain his status in Chinese press history. Analyses the ambition and performance of Chinese scholars in running newspapers and discussing politics.

91. **LAI, Kwang-lin**

A study on the rise of official newspapers in the late years of Ching Dynasty. Taipei, National Science Council, 1971. 135p. mimeo. NSC research paper. Chinese.

Illustrates the history and development of official newspapers in China. Investigates what motivated the government to publish such papers and the background, effects and value of these papers.

92. **LAI, Kwang-lin**

Wang Tao and Hsuan Huan Jih Pao. Taipei, 1967. 56p. mimeo. bibl. Chinese.

Wang Tao is the first world-known Chinese reporter who published the first successful newspaper in China. He founded and directed the **Hsuan Huan Jih Pao** which exerted great influence on the Reform Movement during the late Ching Dynasty. This research paper discusses Wang's contribution toward Chinese press and his relationship with the Reform Movement.

93. **LEE, Bing-yen**

Press freedom and press self-discipline, by Lee Bing-yen and Chen Ueon-fang. Taipei, Chen Chung Book Co., 1964. 145p. illus. bibl. Chinese.

Illustrates the theory and evolution of press freedom and the damage caused by the misuse of press freedom. The code of ethics, organisation and press self-discipline are also discussed.

94. **LEE, Thomas C**

Comparative journalism: a critical study of press theories and systems. Taipei, Graduate School of Journalism, National Chengchi University, May 1972. 346p. illus. bibl. (University journalism books series no. 7). Chinese.

This book describes the four press theories, i.e. totalitarianism, liberalism, communism and social responsibility. Then, the author presents the press philosophy and system of San-Min-Chu-Yih.

95. **LEE, Thomas C**

A comparative study of four press systems. Taipei, National Science Council, 1967. 210p. mimeo. (NSC research report). Chinese.

Illustrates the system and development of four press theories — the authoritarian theory, the libertarian theory, the social responsibility theory and the communist theory — from the viewpoint of history, politics and philosophy.

96. **LEE, Thomas C**

A comparative study of the press self-discipline in the world. Taipei, Graduate School of Journalism, National Chengchi University, 1969. 314p. illus. bibl. Chinese.

Explains in detail the conditions of press self-discipline in the world. One chapter also discusses the Press Council of China: its establishment, organisation and regulations, activities, the press codes, and a review of the press self-discipline.

97. **LEE, Thomas C**

A history of world journalism. 2d ed., Taipei, Graduate School of Journalism, National Chengchi University, 1968. 1129p. illus. bibl. Chinese.

This book introduces in detail Great Britain and the USA, the two countries where the press first developed. Other European countries are only mentioned in brief. Of the Asian countries, Japan and China are taken as representatives. Other countries are treated in the chapter on general introduction.

98. **LEE, Thomas C**

A study of the press system in Taiwan. Taipei, National Science Council, 1971. 220p. mimeo. (NSC research report). Chinese.

Illustrates three theories of the press: the authoritarian theory, the libertarian theory and the communist theory. Points out critically their shortcomings. Draws up a blueprint for the Chinese press system: a system based on The Three Principles of People which coincides with the Chinese press theory of social responsibility.

99. **LEE, Yun-han**

The biography of Yu Yo-jen. Taipei, Taipei Journalists Association, 1973. 275p. illus. bibl. Chinese.

Introduces the family and childhood of Yu Yo-jen. Discusses his career as an educator and journalist, revolutionary and politician, scholar and artist.

100. **LI, Shih-fen**

Journalism and radio-television. Taipei, Broadcasting Corporation of China, 1971. 146p. Chinese.

This book consists of four parts. In the first part, there are 13 chapters discussing the theories of journalism and mass communication. The second part is the illustration of the status of broadcasting industry, including: 1. the problems of the Chinese broadcasting industry; 2. the relationships between China and other Asian countries from the viewpoint of broadcasting industry. The third part con-

tains the suggestions for the improvement of Chinese radio and TV. The last part are a collection of the author's lectures since 1967 and his memoirs of a visit to the U.S.A.

101. **LI, Yung**

Beyond the net of news. Taipei, Huang-Kaun Publishing Co., 1971. 166p. Chinese.

The author draws on his 13 year's experience in reporting social news. He describes concisely: reporting technique, material selection, keeping news source secret, in-depth reporting, examination of news, direction of human interest news.

102. **LIN, Tai-chun**

News Comments. Taipei, Yang-ming Publishing Co., 1958. 200+4p. illus. Chinese.

Discusses the relationships between news and comments, the origin, essence, types and function of news comments, the cultivation of news comments. Uses examples to explain the writing of various kinds of news comments including military, international, political, social, educational, economic, news comments, etc.

103. **LIN, Tai-chun**

Principles in news writing. Taipei, Yang-min Publishing Co., 1961. 212p. illus. Chinese.

Discusses the scope of news writing, the structure of news, feature writing, proofreading, rewriting, the evolution of writing style, the news telegramme, photos, headline, the raw material.

104. **LIU, I-chiao**

The management of the press. Taipei, The Great China Book Co., 1966. 394p. illus. Chinese.

This book is based on the real conditions of Taiwan's press. Illustrates from theoretical and practical aspects the inner organisation of a newspaper, the management of circulation and advertising, the administration of composing room and printing work, the systems of accounting and personnel, etc.

105. **LIU, I-chiao**

Newspaper circulation. Taipei, Taipei Journalists Association, 1968. 162p. illus. (Journalism books series no. 10). Chinese.

In addition to mentioning the internal and external factors influencing the circulation of a newspaper, this book also discusses how to strengthen/consolidate the various departments of a newspaper, how to strengthen customers' service, and how to intensify the extension work in order to solicit readers. Finally, the author raises the question of circulation investigation system, and urges advertisers to establish a good system.

106. **LIU, Kuang-yen**
Journalism. Taipei, Taiwan Union Publishing Co., 1951. 169p. Chinese.

Discusses the meaning of journalism, journalism education, training of a healthy reporter, press policy. One third of the book deals with practical techniques such as: reporting, circulation, editing, printing. Reviews the magazine, radio and film industries.

107. **LIU, Kuang-yen**
Readings on journalism. 3d ed., Taipei, Chinese Culture Publishing Agency, 1962. 228p. Chinese.

This book describes in detail the development, outline and improvement of journalistic education, the outline of press industry in various countries, the outline and special problems of Chinese press industry, and practical editing, the importance of management business and its improvement, etc.

108. **MA, Hsing-yeh**
Journalism and times. Taipei, Yun Tien Publishing Agency, 1970. 250p. Chinese.

Among the 30 short articles in this book, 15 articles are on mass communication. Among the topics included are: press freedom and morality, journalism, history and shorthand, the importance of the press code, the problems in initiating press code, mass communication and market sales, etc.

109. **MA Ko-jen**
The practical news reporting. Taipei, The Seventy Century Publishing Inc., 1971. 181p. Chinese.

The author who is an experienced journalist draws heavily on his personal experience in discussing the practical aspects of news reporting. These include: the basic idea of news reporting, how to collect news, the outline of news writing, classified news writing, the freedom of reporting, the management of reporting, and the policy of reporting. This book was originally a textbook written for the China Correspondent School.

110. **MAO, Feng-lou**
A study on newspaper circulation. Taipei, The Great China Evening News, 1955. 192p. illus. Chinese.

Topics of newspaper circulation covered range from circulation policy to promotion. Consists of seven chapters, namely: introduction, the process and methods of newspaper circulation, business management, the management of newsboys, distribution, circulation and promotion, and techniques of newspaper promotion.

111. **NATIONAL CHENGCHI UNIVERSITY. Graduate School of Journalism**
How to report crime stories. Taipei, Information Research Agency, 1960. 72p. illus. Chinese.

This is a case study of the reporting of a murder. Seven chapters analyse the emphasis, the attitude and accuracy of reporting, the responsibility of reporting as viewed from the legal angle, the bad effect on morality, and the usage of both words and pictures. The conclusion suggests that a crime story should be reported from the viewpoint of social security, moral responsibility, social order and law.

112. **PAN, Chia-ching**
A research of local newspapers. Taipei, 1966. mimeo. bibl. Chinese.

The author adopts the merits of the American local newspapers in order to rectify the defects of Chinese local newspapers and to build a model for it. The first three chapters discuss in detail the value, content, characteristic and trend of local newspapers, the present state of local newspapers in other countries as well as the development, classification, management and content of typical American local newspapers. The last three chapters deal with the present state, evaluation and establishment of Chinese local newspapers.

113. **PAN, Lin**
The news writing. 2d ed., Taipei, Pan Lin, 1970. 125p. illus. Chinese.

Explains the essence of news. Illustrates the similarity and difference between journalists literature and other literary works. Discusses the techniques in writing news and news features.

114. **Pan, Nai-chiang**
A study of the press self-discipline of China for the present. Taipei, Graduate School of Journalism, National Chengchi University, 1963. 55p. mimeo. bibl. thesis(M.A.). Chinese.

Illustrates the definition of press self-discipline, the status quo of press self-discipline in China and exploration of relevant problems.

115. **Peng, Szu-yen**
Classified editing. Taipei, Political Warfare College, 1961. 95p. illus. bibl. Chinese.

Discusses eight types of editing: 1. news 2. literature 3. picture 4. news data 5. advertisement 6. magazine 7. news from news agencies 8. English.

116. **POLITICAL Warfare College**. Journalism Section
Military news. Taipei, Political Warfare College, 1955. 159p. illus. bibl. Chinese.

Discusses many aspects of military news including: history, reporting, writing, editing, editorials, telegraphy, photography, management and announcement of military news. Also adds the relevant regulations regarding such news.

117. **POLITICAL Warfare College.** Journalism Section
The news reporting. Taipei, 1956. 70p. Chinese.

Discusses how to report simple, complex, predicted, unpredicted, political, military, economic, educational, social (crime & human interest) news. Also discusses how to educate an excellent reporter, how to be a correspondent and special correspondent, the problems of press freedom and reporting.

118. **POLITICAL Warfare College.** Journalism Section
Journalistic literature. Taipei, Political Warfare College, 1956. 36p. Chinese.

Discusses briefly the characteristics, origin, structure, evolution, change and perspective of journalistic literature.

119. **POLITICAL Warfare College.** Journalism Section
The management of the press. Taipei, 1957. 73p. illus. Chinese.

Illustrates the characteristics of the press, the establishment and registration of a newspaper, the organisation of a newspaper and the allocation of its work, the printing equipment, the management of the printing words, the circulation, the advertising, the accounting, the management of equipment and materials, etc.

120. **POLITICAL Warfare College.** Journalism Section.
News criticism. 1st ed., Taipei, Political Warfare College, 1958. 200p. illus. Chinese.

This book consists of twelve chapters which discusses in depth many aspects of news criticism, including: function of news criticism, training of reporters, and process of news writing (meaning, design and rhetoric). It also illustrates the various techniques of news criticism, including: the criticism of military, international, political, social, educational, and economic construction news.

121. **POLITICAL Warfare College.** Journalism Section
News editing. 2d ed., Taipei, Political Warfare College, 1959. 47p. illus. Chinese.

This booklet concentrates on the problems of editing literary supplements, special issues and military newspapers. It also mentions briefly the basics of makeup, source and selection of news, editing procedure, use of editing, headline, essentials of typographical arrangement, proofreading, the editoral organisation, and the relationship between editing and law.

122. **The RIGHTEOUS Chinese Newspaper**
The Twenty years' history of the Righteous Chinese Newspapers. Kinmen, 1969. 80p. illus. bibl. Chinese.

This pamphlet commemorates the twentieth anniversary of The Righteous Chinese Newspaper. The first part gives a short history of the newspaper. The second part de-

scribes briefly the personnel, administration, editing, reporting, printing equipment and organisation system of the newspaper. The third part is a collection of the articles published by it.

123. **Shang, Yueh-heng**
A study of the Min Pao **during the period of Tung Meng Hui. Taipei, Graduate School of Journalism, National Chengchi University, 1965. 69p. mimeo. illus. bibl. thesis(M.A.). Chinese.**

Illustrates the social background of the creation of the **Min Pao** and its growth, content and elements of success. Discusses the debate between **Min Pao** and **Hsin Min Tsung Pao.**

124. **SHIH, Chao-hsi**
A comparative study on the treatment of crime stories by Taipei's newspapers. Taipei, Graduate School of Journalism, National Chengchi University, 1959. 89p. mimeo. illus. bibl. thesis(M.A.). Chinese.

Analyses the techniques and attitude in reporting crime stories by Taipei's six major dailies. Discusses from the viewpoints of theory and technique.

125. **SHIH, Kun-sung**
A study of the development of the evening newspapers in Taiwan. Taipei, Graduate School of Journalism, National Chengchi University, 1968. 109p. mimeo. illus. bibl. thesis(M.A.). Chinese.

Describes the causes and development of evening newspapers in Taiwan after its restoration to China in 1945. Investigates the social background of running an evening newspaper by comparing its advertisement and circulation. Discusses the history and content of three major evening newspapers in Taiwan.

126. **SHIH, Li-tung**
The Westernisation movement of A Review of the Times. **Taipei, Graduate School of Journalism, National Chengchi University, 1969. 194p. mimeo. illus. bibl. thesis (M.A.. Chinese.**

Traces the establishment of **A Review of the Times** and its relationship with the advocates of westernisation. Analyses the journal's status and mission in the westernisation movement of the late Ching Dynasty.

127. **SHIH, Stone Y**
The reporting of scientific news. Taipei, Taipei Journalists Association, 1972. 160p. bibl. (Journalism books series no. 24). Chinese.

This book consists of five parts: 1. the scientific research methods of mass communication; 2. the reporting of scientific news; 3. the problems of scientific news; and 4. the problems concerning modern science communication.

128. **SUN, I-hsiu**
A study of interpretative news. Taipei, Graduate School of Journalism, National Chengchi University, 1958. 68p. mimeo. illus. bibl. thesis(M.A.). Chinese.

Describes the definition and scope of interpretative news, the trend, necessity, function, and objectivity of interpretative news reports.

129. **TAIPEI Journalist Association**
The press annals of the Republic of China. Taipei, Taipei Journalists Association, 1961. 161p. illus. bibl. Chinese.

Introduces the press and journalism education of Free China and of the overseas-Chinese. Includes five parts: history, status quo, organisation, journalism education and reference materials.

130. **TAIPEI Journalists Association**
A collection of the experience of news reporting. Taipei. 1965. 209p. (Journalism books series no. 2). Chinese.

Seventeen famous reporters write of their colourful and exciting experiences in press circles and reporting.

131. **TONG, Hsien-kuang**
A collection of essays on journalism. Taipei, Chinese Culture Publishing Press Committee, 1955. 237p. Chinese.

A collection of eighteen articles which discuss briefly the concept of journalism, the research tends, the relationship between journalism and other social sciences, the theory and practice of journalistic education, press freedom and press morality, the press industry and press law, the management of newspaper, and press history. Four articles are in memory of Chen Pu-lei, a well known journalist.

132. **TSENG, H P**
A history of Chinese journalism. 2d ed., Taipei, Graduate School of Journalism, National Chengchi University, 1969. 996p. illus. bibl. Chinese.

It contains 19 chapters discussing the formation and development of ancient public opinion, the "Di-Pao" in Han and T'ang Dynasties, the Official Newspaper in Ch'in Dynasty, the foreigners' running newspaper in China, the rise and development of political newspapers, newspapers during the years of the Republic of China, the news agency, TV and radio, journalism education, the overseas Chinese newspapers, the press under the control of Communist China, the press freedom and self-regulation.

133. **TSENG, H P**
A study of the social news reporting on Taiwan's major newspapers. By H. P. Tseng and Liang Chen and others. Taipei, National Science Council, 1973. 145p. mimeo. illus. (NSC research report). Chinese.

This study discusses only the crime stories and disaster stories. The first part compares the quantity of social news in five major newspapers. The second part investigates the content and reporting method of the social news. The third part surveys and analyses statistically the readers' reaction toward crime stories.

134. **TSUI, Chung-hsen**
A study of the Political Official News **in the Ching Dynasty. Taipei, Graduate School of Journalism, National Chengchi University, 1968. 99p. mimeo. illus. bibl. thesis(M.A.). Chinese.**

Discusses the causes, formation, content and changing process of the **Political Official News** in the Ching Dynasty. Evaluates its effects, impact and consequences.

135. **WANG, Chia-yu**
Introduction to news translation. By Wang Chia-yu and Huang San-i. Taipei, Taipei Journalists Association, 1969. 219p. (Journalism book series, no. 13). Chinese.

This book discusses primarily the translation of news from English to Chinese. One chapter discusses news editing. The author points out in very simple terms, the several principles to be considered in translation. He analyses the long disputed question of literal translation and free translation. The author concludes that the four standards of translation are exactness, easy reading, simple style and fluency.

136. **WANG, Hsin-ming**
Forty years in press circles. Taipei, Hai-ten Publication Agency, 1957. 535p. Chinese.

This book describes the author's working experience since he joined the press at the end of the Ch'ing Dynasty.

137. **WANG, Paul H C**
News reporting, 2d ed., Taipei, Chen Chung Book Co., 1961. 304p. Chinese.

This book discusses the reporting of newspaper news. It gives detailed description of the definition, source and structure of news, the reporter, and writing of news.

138. **WANG, Paul H C** ed.
News writing. Edited by Paul H. C. Wang, Chun Ouyang, Chia-ching Pan and Kwang-lin Lai. Taipei, Taipei Journalists Association, 1967. 195p. (Journalism books series no. 5. Chinese.

This book, written by four authors, contains more actual cases than theories. It discusses nine aspects: the characteristics of news, the strutural relationship, the lead and the various types of news writing such as dynamic news, forecasting news, feature, interpretative news, human interest news and crime stories.

139. **WANG, Paul H C**
A collection of mass communication essays. Taipei Journalism Department, National Chengchi University, 1967. 327p. Chinese.

A collection of speeches sponsored by Journalism Department since 1957. Consists of seven parts: journalism theory, mass communication theory, press enterprise, journalism education and journalists, editing and reporting, radio and TV, advertising and public relations. All the speakers were journalists or experts in journalism.

140. **WANG, Shih-cheng**
A study on human interest stories. Taipei, Graduate School of Journalism, National Chengchi University, 1969. 39p. mimeo. bibl. thesis(M.A.). Chinese.

Explores the reporting, writing and the social value of human interests stories. The author thinks that human interest stories are the best substitute for crime stories in the newspapers of today.

141. **WANG, Shin-fan**
A content analysis of Min Tsu Evening News **and** Ta Hua Evening News **before and after stepping up competition. Taipei, Graduate School of Journalism, National Chengchi University, 1972. 87p. mimeo. illus. bibl. thesis(M.A.). Chinese.**

Investigates the relationship between press competition and the change in content and make-up of newspapers. Two evening newspapers; in Taipei are content analysed.

142. **WANG, Ying-chi**
The reporting of crime stories and its legal responsibility. Taipei, Graduate School of Journalism, National Chengchi University, 1964. 51p. mimeo. bibl. thesis(M.A.). Chinese.

Discusses three topics: 1. is it necessary for newspapers to report crime stories? 2. crime stories and slander; 3. contempt of court.

143. **WEI, Jih-chun**
A study of the production of illustrative advertisement on newspapers. Taipei, Graduate School of Journalism, National Chengchi University, 1957. 77p. mimeo. thesis (M.A.). Chinese.

Discusses the appeal of advertisements, the elements of illustrative advertisement and the principles in editing. Also analyses nine examples of illustrative advertisements.

144. **WEI, Tsung-teh**
An analysis of the Taipei newspaper's reporting on the 1967 Middle East crisis. Taipei, Graduate School of Journalism, National Chengchi University, 1968. 95p. mimeo. illus. bibl. thesis(M.A.). Chinese.

Applies methods of content analysis to study the reports of five Taipei newspapers on the 1967 Six-day War between Egypt and Israel. Explains the background of this war. Discusses the performance of international news agencies and the comments of the five Taipei newspapers.

145. **WU, Chi**
The world journalism history. Taipei, Political Warfare College, 1950. 143p. illus. Chinese.

Introduces the history of journalism of six Asian countries: Japan, Korea, Philippines, Thailand, Vietnam and India. The Japanese situation is described in detail.

146. **WU, Feng-shan**
A comparison on the editorial opinions of Taipei public and private newspapers. Taipei, Graduate School of Journalism, National Chengchi University, 1971. 59p. mimeo. illus. bibl. thesis(M.A.). Chinese.

Investigates whether the editorials of Taipei newspapers vary owing to the difference of ownership. Applies methods of content analysis and semantic differential to analyse the editorials of six newspapers.

147. **WU, Ping chung**
English newspaper reader. Rev. ed., Taipei, Students' English Digest Association, 1969. 212p. Chinese-English.

Illustrates with Chinese translations the reports on political, diplomatic, military, economic, educational and cultural news by major international news agencies. Explains the often-used but usually-neglected news terms in English newspapers.

148. **YANG, Yun-ta**
A study on the reporting of foreign correspondents during the period of Kinmen War. Taipei, Graduate School of Journalism, National Chengchi University, 1959. 50p. mimeo. illus. bibl. thesis(M.A.). Chinese.

Illustrates how the foreign correspondents reported the Kinmen War in 1958. Investigates their method and techniques in reporting. Discusses the cooperation given to them by the Chinese and American military authorities. Reviews the Chinese government's policy and operation about war news.

149. **YAO, Peng**
A study on the writing for a special column in a newspaper. Taipei, Graduate School of Journalism, National Chengchi University, 1958. 45p. mimeo. bibl. thesis (M.A.). Chinese.

Explains the importance, characteristics, basic function and the ideal of a special column in a newspaper. Suggests that appeal, honesty and readability are three elements crucial to a successful column.

150. **YAO, Peng**
Journalism research. Taipei, Taiwan Commercial Press Limited, 1967. 110p. bibl. Chinese.

Includes chapters on: "press freedom and press responsibilities", "the press, public opinion and propaganda", "practical techniques and the problems of management", "a short history of the evolution of journalism".

151. **YAO, Peng**
Journalistic literature. Rev. ed., Taipei, The Cactus Publishing House, 1969. 221p. illus. Chinese.

Discusses some special topics in journalistic literature: the fundamental theory of journalism, basic techniques in news writing, from the selection of words and sentences to interpretative reporting, from concrete description to the sensational writings, etc. Also introduces 200 famous books on journalism which are described in the book by Dr. L. Mott.

152. **Yeh, [illegible]ng-kuei**
The management of news under the policy of page limitation — on the theory and practice of the management of news for the present. Taipei, Graduate School of Journalism, National Chengchi University, 1959. 39p. mimeo. bibl. thesis(M.A.). Chinese.

Discusses the objectives and policy of a newspaper, the relationship between news and the current situation of newsprint shortage. Illustrates the eight principles of news management.

153. **YEH, Tien-shing**
A study of economic news on Taiwan's newspapers. Taipei, Graduate School of Journalism, National Chengchi University, 1958. 140p. mimeo. illus. bibl. thesis Chinese.

Describes the importance and the evolution of economic news in Taiwan's newspapers. Analyses, reviews and suggests opinions for improving the economic news reports in Taiwan's newspapers.

154. **YEN, Clement C ed.**
The press circle, journalists, and their anecdotes. Taipei, Journalism Department, College of Chinese Culture, 1968. 232p. bibl. (Cultural Weekly series). Chinese.

Part one concerns theory of journalism written by distinguished scholars; part two includes anecdotal accounts of practising journalists, and part three written by students and graduates from the College of Chinese Culture.

155. **YEN, Clement C**
A study on the improvement of science reporting in Chinese newspapers. Taipei, National Science Council, 1972. 109p. mimeo. illus. Chinese.

Analyses the present state of science reporting in Taiwan's newspapers. Illustrates the principles and manner of science reporting in foreign newspapers. Compares science reporting in Taiwan with that of foreign newspapers.

156. **YU, Chung-kuang**
A study of the readability of the news in Taiwan newspapers. Taipei, Graduate School of Journalism, National Chengchi University, 1959. 56p. mimeo. illus. bibl. thesis(M.A.). Chinese.

One hundred six, nine and twelve grade students are surveyed using the readability formula to investigate: 1) the readability level of reporting in Taiwan newspaper; 2) whether there is need to improve the writing of Taiwan newspapers.

157. **YU, Heng**
News reporting. Taipei, Taipei Journalists Association, 1970. 22p. (Journalism books series no. 17). Chinese.

This book is in two parts. The first ten chapters discuss the relevant problems about news reporting such as: the value, continuity, source and structure of news, reporting and reporters, some important questions in the handling of news reporting, news writing, the interview, the press conference, and the similarities between reporters, scholars and writers. The last eight chapters discuss the various types of news reports covering: politics, government, parliament, foreign affairs, military, crime, disaster, economy, education and arts.

158. **YU, Heng**
The twenty years' history of United Daily News. **Taipei, United Daily News, 1971. 333p. Chinese.**

The purpose of this book is to let readers understand the development of the **United Daily News** and the factors of its success over the last 20 years. It also commemorates the 20th anniversary of the paper.

This book gives detailed descriptions of UDN's policy-making, its facilities, techniques, content, reporting and its relationship with the public.

159. **YU, Hong-hai**
A study of the similarity of major Taipei newspapers. Taipei, Graduate School of Journalism, National Chengchi University, 1972. 39p. mimeo. illus. bibl. thesis (M.A.). Chinese.

This study attempts to find whether the present Taipei newspapers practice co-existence. It applies the method of content analysis to measure the similarity of five Taipei newspapers. The author also interviews the reporters and editors to investigate the cause of the similarity of five Taipei newspapers.

160. **YUAN, Liang**
A comparative study of the editorial and reporting sys-

tems of China and U.S.A. Taipei, Graduate School of Journalism, National Chengchi University, 1962. 60p. mimeo. bibl. thesis(M.A.). Chinese.

Discusses and compares the editorial and reporting systems in China, and in the U.S.A. Submits some suggestions for improvement.

161. **YUAN, Yung-chau**
A short history of the press of China. Taipei, Newsdom Publication Co., 1957. 168p. illus. Chinese.

The first ten chapters describe chronologically the history of the development of the Chinese press. The eleventh chapter discusses journalism education of China. The last chapter analyses the problems of Chinese press.

VI. PRINT MEDIA

162. **CHANG, Yin-jo**
A content analysis of the news concerning China issue in Time (1966-1971). Taipei, Graduate School of Journalism, National Chengchi University, 1972. 79p. mimeo. illus. bibl. thesis(M.A.). Chinese.

Investigates the factors affecting the change of attitude in the reporting of news concerning the China issue in **Time** magazine. Quantitative and qualitative analysis are applied to the samples. Applies average and one-way analysis of variance to test the significance level.

163. **CHAO, Chun-hao**
A tentative suggestion for the publication of an overseas Chinese weekly. Taipei, The Communication Construction Society of China, 1963. 6p. Chinese.

This article, published in the **Collection of articles in memory of the 70th birthday of Mr. Lin Hong-haun** advocates the publication of a Chinese weekly for distribution to the overseas Chinese. The overseas Chinese are seen as the most effective channel for foreign propaganda. Author also submits his opinion on how to run such a weekly.

164. **CHOU, Ming-i**
A content analysis of the major international periodical of the Chinese Government. Taipei, Graduate School of Journalism, National Chengchi University, 1970. 90p. mimeo. illus. bibl. thesis(M.A.). Chinese.

Investigates the success and failure of the **Free China review**, the major international periodical of the Chinese Government, and accordingly, offers some suggestions. Samples drawn by rotated sampling are content analysed.

165. **HUANG, Shun-li**
A content analysis of Newsdom. Taipei, Graduate School of Journalism, National Chengchi University 1972. 87p. mimeo. illus. bibl. thesis(M.A.). Chinese.

Applies method of content analysis to investigate why **Newsdom** is successful and has survived since 1945. Quantitative and qualitative analyses, word intensity scale, percentage and one-way analysis of variance are used to test the hypotheses.

166. **HWANG, Liang-chi**
A study of the publication and influence of The Eastern miscellany. Taipei, Graduate School of Journalism, National Chengchi University, 1968. 106p. mimeo. bibl. thesis(M.A.). Chinese.

Analyses the content of the editorials of **The Eastern Miscellany** and its reports on diplomatic affairs and scholarship. Describes the history of the magazine and the characteristics of the editorial policy.

167. **LAI, Hsiu-feng**
The magazine business in Taiwan during the Japanese occupation period. Taipei, Graduate School of Journalism, National Chengchi University, 1973. 120p. mimeo. illus. bibl. thesis(M.A.). Chinese.

A preliminary study of the magazine business in Taiwan during the Japanese occupation. During this period the Governor-General's office through its police department, exercised very strict control. Describes the status and development of the magazine published by the local Taiwanese.

168. **LIN, Chi-chang**
On the control of colour lithography. By Lin Chi-chang and Chen Shin-fu. Taipei, Chu Jsun-yi, 1971. 193p. illus. Chinese.

Illustrates the theory and practice of colour lithography. The eight chapters discuss the correction of colour lithography, the assessment of printing materials, standard lighting and the theory of lithography, the printing ink and control of photography for graphic art, the process of making a printing plate, the process of printing, and, the conditions of printing and colour control after printing.

169. **SHIH, Mei-chin**
A history of the development of Chinese printing. Taipei, Chu Jsun-yi, 1971. 261p. illus. bibl. Chinese.

This book describes the development of the Chinese characters from the Shang Dynasty to 1965. A detailed study, accompanied by many illustrations, is given of Chinese inscriptions on bronze and stone, on seals' and sculptures and using brush, ink and paper.

170. **YANG, Hui**
Theory and practice of photomechanical and planography. Taipei, Yang Hui, 1968. 2v. illus. Chinese.

This book consists of two volumes. The first volume describes the development of the various printing processes in China and abroad. The second volume discusses in detail the technical processes of printing. The second edition devotes many pages to explain letter press and gravure.

171. YAO, Shao-wen
A brief talk on type setting, printing and proof-reading. Taipei, Yao Shao-wen, 1955. 82p. illus. Chinese.

Explains the problems in type-setting, imposing, plate-building, printing, photo-engraving, paper matrix, size of type, binding, process of publication, cost accounting, etc.

VII. BROADCAST MEDIA

172. BROADCAST Association of China
The broadcast annals of the Republic of China. Taipei, Broadcast Association of China, 1969. 198p. illus. Chinese.

Introduces the situation of broadcast media in 1969 through the use of pictures. Also discusses the advertising companies, the mass communication departments at college, the relevant periodicals, the radio and TV audience surveys, etc. Eight articles describe the status quo and perspective of China's broadcast media.

173. CHANG, Shih-heng
The art of broadcasting. Taipei, Audio-visual Educational Center, Fu-jen University, 1970. 96p. illus. bibl. Chinese

Introduces the history of broadcasting: from its earliest period to its period of growth until the present period of sophistication. Discusses the production of radio programmes, the principles of radio esthetics, and the importance of language and music in broadcast media.

174. CHANG, Shih-heng
How to write TV dramas. Taipei, Audio-visual Educacational Center, Fu-jen University, 1970. 459p. illus. Chinese.

Illustrates the elements of TV drama, the style of TV drama, description of camera shots, TV dialogue, the prerequisites of writing dramas, etc.

175. CHANG, Shih-heng
The production of TV programs. 2d ed., Taipei, Audio-visual Education Center, Fu-jen University, 1971. 94p. illus. bibl. Chinese.

Discusses the production of TV programmes. Uses cartoons and illustrations to explain the practical techniques in producing TV programmes. Appends a list of the terminology, in both Chinese and English.

176. **CHANG, Shih-heng**
Television. 2d ed., Taipei, Audio-visual Educational Center, Fu-jen University, 1972. 523p. illus. Chinese.

Illustrates the equipment of a TV station and the whole process of producing TV programmes. Describes the personnel organisation, experience of directing and other aspects to which attention should be paid when producing TV programmes.

177. **CHEN, Pen-bau**
A history of the development of television. Taipei, Free China Publishing Agency, 1968. 129p. illus. Chinese.

Discusses the history and development of television over a period of 80 years. Also analyses the theory and the future of television.

178. **CHEN, Teh-hui**
A study on the TV news and its production. Taipei, Graduate School of Journalism, National Chengchi University, 1969. 114p. mimeo. bibl. thesis(M.A.). Chinese.

Describes the characteristics of TV in diffusing news, the reporting, writing, filming, directing and broadcasting of TV news. Also, describes the scope, development, characteristic and classification of TV news.

179. **CHEN, Yuan**
The practice of radio. Taipei, Chen Yuan, 1965. 228p. illus. bibl. Chinese.

The content emphasises the study of radio programme, the utilisation of broadcast techniques, the production of sound effect, the directing of musical drama, the reporting and editing of news, the broadcast of social news, the writing of radio commentary, the design of psychological warfare programmes, etc.

180. **CHINA Television Service**
The brief account of China Television Service. Taipei, China Television Service, 1972. 89p. Chinese.

The China Television Service (CTS) began broadcasting on Oct. 31, 1971. This brief account describes CTS's objective, organisation and technical equipment. It has detailed description on CTS's programme. The programme can be divided into four kinds: news programme, teaching programme, military programme and ordinary programme. The teaching programme is CTS's most outstanding feature.

181. **EXECUTIVE YUAN.** Government Information Office
How to produce radio music. Taipei, Government Information Office, Executive Yuan, 1965. 93p. illus. Chinese.

Provides certain principles in management and basic knowledge about radio music. Three chapters discuss respectively: the design of programme, the classification of music and the techniques of production.

182. HO, Chia-chu
The influence of the rise of television on radio in Taiwan. Taipei, Graduate School of Journalism, National Chengchi University, 1971. 102p. mimeo. illus. bibl. thesis(M.A.). Chinese.

Illustrates the effects of TV on radio in Taiwan from the aspects of radio programme, audience and advertisement. Basic data is collected from personal visits to the authorities of radio and TV stations. Also analyses the content of radio and TV magazines. Four suggestions are made for the improvement of radio.

183. HO, Yi-mou
Television programme production. Taipei, Taipei Journalists Association, 1966. 210p. illus. (Journalism books series, no. 4). Chinese.

This is the first handbook on TV programme production to be written in Chinese. The author who is an employee of the Taiwan Television Company draws from his experience. The contents of this book range from TV programme, editing and timing, telecast of live programmes, to the production of other programmes. Future trends of programme production are also discussed.

184. HSIUNG, Hsiang-chuan
A study of the dramatization of radio programs. Taipei, Graduate School of Journalism, National Chengchi University, 1961. 94p. mimeo. bibl. thesis(M.A.). Chinese.

Illustrates the meaning of the dramatization of radio programmes, its relation, similarity and difference with drama, the relation between audience and the effect of dramatization, the classification of dramatized programmes and the general limitation in production. Also, discusses the practical techniques in producing dramatized programmes.

185. HSU, Chu-chang
The practice of television. Taipei, Buffalo Book Co., 1968. 225p. illus. Chinese.

Introduces the equipment and operation of a TV station, the classification and production of TV programmes, TV drama, TV laws and regulations, TV code, bibliography and TV education in universities, etc.

186. HUANG, Li-chung
Telecommunications of news. Taipei, Taipei Journalists Association, 1969. 200p. illus. bibl. (Journalism series no.14). Chinese.

Basic knowledge of telecommunications of news, ranging from ancient communication methods — the origin of telegraph, Morse code, use of telewritter — to the use of telegraphoscope, facsimile, telegraphic printing, news telephone, and space communication, is introduced in this book. Comprising 10 chapters and some 90 pictures, this book tries to avoid electronic theories and lays stress on telecommunications equipment. To develop China's telecommunication services as well as to better serve local news agencies and news media, the establishment of a machinery responsible for telecommunications administration by the Ministry of Communication is urged.

187. **HUNG, Ping-feng**
A study of educational television in free China. Taipei, Graduate School of Journalism, National Chengchi University, 1971. 195p. mimeo. illus. bibl. thesis(M.A.). Chinese.

Analyses the existing documents to investigate the current situation of educational TV in free China. Makes reference to the conditions in developed countries. Suggests solutions to the problems in China.

188. **LEE, Thomas C**
Comparative television systems. Taipei, Graduate School of Journalism, National Chengchi University, 1973. 417p. illus. bibl. Chinese.

The first ten chapters introduce the various television systems in the world. The succeeding four chapters criticise the present television system of China and its influence. The author advocates the adoption of a public television system such as incorporated in the British Broadcasting Corporation (BBC).

189. **LEE, Thomas C**
A review of the television system in Taiwan. Taipei, National Science Council, 1970. 190p. mimeo. (NSC research report). Chinese.

Analyses the television systems in the world and in Taiwan. Reviews the television industry of Taiwan, including: audience's evaluation of television, TV programmes, TV advertisements, TV system, etc. Suggests the establishment of a public television system for Taiwan, and recommends ways of achieving this.

190. **LEE, Thomas C**
A statistical analysis of the television system and programs in Taiwan. Taipei, National Science Council, 1972. 180p. mimeo. (NSC research report). Chinese.

Describes the development of TV industry in Taiwan. Compares the three TV stations (Taiwan Television Company, China Television Company, China Television Service) from the angles of broadcast schedule, programme content, programme source, language, advertisement, etc. Emphasises the importance of establishing a TV system keeping in view the TV systems in the world. Points out the advantages and disadvantages of establishing a public TV system in Taiwan.

191. **LU, Chin-cheng**
The theory and practice of television. Taipei, Lu Chin-cheng, 1972. 773p. illus. Chinese.

Describes in depth and in detail the basic theory of TV, the TV programme, TV advertisements, TV education, and TV news, etc.

192. **LU, Wei-chen**
Introduction to the broadcast of television. Taipei, Lu Wei-chen, 1963. 238p. illus. Chinese.

This book was written with reference from "Television Commercial" by Richard Hubbell, "The Television Commercial" by Harry Wayne Mcmaham and "A Handbook of Television and Radio" by a Japanese author.

This is the first reference book written by a Chinese on the management of TV stations, the production and broadcast of programmes, etc. It discusses in detail the organisation, equipment and management of TV stations as well as design, production, and broadcast of programmes.

193. **MA, Chi-shen**
The management and development of Chinese TV news. Taipei, Graduate School of Journalism, National Chengchi University, 1966. 70p. mimeo. bibl. thesis(M.A.). Chinese.

Discusses the writing of TV news from the viewpoint of the characteristics of Chinese language. Investigates the management of Chinese TV news programmes, and the management of analytical comment and weather programmes. Discusses news films, relaying and news features programmes. Analyses and submits suggestions for the development of Chinese TV news.

194. **MINISTRY OF EDUCATION.** Bureau of Cultural Affairs
How to improve the present radio programs. 1968. 114p. illus. bibl. Chinese.

This is the report of the first seminar on radio programmes sponsored by the Bureau of Cultural Affairs, Ministry of Education. The essential topics are radio self-discipline, radio and cultural renaissance movement, radio news programme, social service programmes, teaching programmes, family and children, soap opera, music, etc.

195. **MO, So-erh**
The writing and handling of radio news. Taipei, Graduate School of Journalism, National Chengchi University, 1958. 70p. mimeo. illus. bibl. thesis(M.A.). Chinese.

Describes the status of radio news in mass communication, the comparison between radio and newspaper, and the classification of radio news. Discusses the style and elements of the writing of radio news and the techniques

in broadcasting. Explains the source and arrangement of various materials. Introduces the methods in producing specific radio news. Discusses news analysis and radio commentary.

196. **NIEH, Yin**
The production of radio programs. Taipei, Taipei Journalists Association, 1966. 248p. illus. (Journalism books series, no.3). Chinese.

This book mainly deals with the practical aspects of producing radio programmes, including: the producers, the material, and equipment used in production, the general procedures, the understanding of media, the audience survey, etc. It also discusses the real problems, in programme production: 1. talking programme; 2. music programme; 3. news and special event programme; 4. assorted programme; and 5. advertisement design.

197. **SUNG, Nai-han**
The writing of TV programs. Taipei, Taiwan Wenhui Book Co., 1965. 284p. bibl. Chinese.

Illustrates the practical techniques in writing and producing various TV programmes, the design and facilities of studio, the history of the writing of TV programmes, the comparison among TV, radio, film and stage dramas, etc.

198. **TAIPEI Journalists Association**
Radio, TV and movie. Taipei, Taipei Journalists Association, 1964. 197p. illus. Chinese.

Includes six articles: "The assorted programmes and the dramatisation of radio programmes," "To enhance the news broadcast," "The management and production of radio advertisements," "The arrangement of TV programmes," "Music on radio" and "The production of film news."

199. **WANG, Lon-hua**
Taiwan's psychological warfare against Red China. Graduate School of Journalism, National Chengchi University, 1969. 147p. mimeo. bibl. thesis(M.A.). Chinese.

Illustrates the meaning of psychological warfare, radio as a tool of psychological warfare and its history in the world. Introduces the history, programme and duty of Chinese radio stations which exert the function of psychological warfare. Analyses the letters from audience to discuss the effect.

200. **WU, Tao-i**
The forty years of BCC. Taipei, Broadcasting Corporation of China, 1968. 496p. illus. Chinese.

This book illustrates the history of BCC from its establishment in 1928 to 1969. It is written by one who has worked with the organisation throughout the period under review.

201. **WU, Tsung-hsien**
A study of the Taiwan's agricultural radio. Taipei, Department of Agricultural Extension, National Taiwan University, 1965. 72p. mimeo. illus. (National Science Council research report). Chinese.

This study aims to find the farmers' reaction toward current agricultural radio programmes, the time and what programmes farmers prefer, and methods for improvement. The data is drawn from a survey conducted in rural Taiwan.

202. **YUAN, Feng-chu**
A research on the practice of radio. Kaohsiung, Phone Ming Publishing Co., 1971. 238p. Chinese.

Describes the author's successful experience on his management of radio stations. Some articles discuss "the management of radio," "the radio program," "radio and cultural renaissance," "radio and television," etc. Also reflects the author's philosophy and some basic ideas toward mass communication industry.

VIII. FILM

203. **CHUNG, Tien-ming**
A study of media exposure of Taipei high school students. Taipei, Graduate School of Journalism, National Chengchi University, 1971. 101p. mimeo. illus. bibl. thesis(M.A.). Chinese.

Investigates the factors affecting the movie-going behaviour of students. A group of high school students selected by systematic random sampling are surveyed by questionnaires.

204. **LIN, Hsin-i**
Film as a mass medium. Taipei, Graduate School of Journalism, National Chengchi University, 1969. 153p. mimeo. bibl. thesis(M.A.). Chinese.

Illustrates the development of the history of mass communication. Compares the characteristics of various mass media. Explains the film as a mass medium, the status of film, and its relationships with audience, its value in education, in propaganda, and in amusement. Discusses the need for self-restraint in film expression.

205. **TAIWAN Ministry of Education. Bureau of Cultural Affairs**
The status quo and outlook of the Chinese movie industry. Taipei, 1971. 189p. illus. Chinese.

The Chinese movie industry has fifty years of history. However, it has neither a consistent management policy

nor a far-sighted plan. Therefore, it needs a thorough understanding of movie industry....This book is the result of a government survey report.

206. **WU, Je-chih**
A study on the censorship of moving pictures in China. Taipei, Graduate School of Journalism, National Chengchi University, 1966. 93p. mimeo. bibl. thesis(M.A.). Chinese.

The first four chapters introduce the development and censorship of moving pictures in China and other countries. The last two chapters discuss the practical problems of the censorship of moving pictures in China and its future direction.

IX. NEWS AGENCY

207. **CENTRAL NEWS AGENCY**
Central News Agency. Taipei, 1971. 154p. illus. Chinese.

This book describes in detail the forty seven years history of the Central News Agency (CNA). It traces the many difficulties of moving from the Chinese Mainland, its coming to Taiwan, and its normalisation for the present. The ten chapters describe CNA's basic duty, its traditional spirit, objectives, development process, and its progress from primitive beginnings to modernised facilities. In its history it suffered from the damage of war many times. The introduction about present status includes: the development of the past ten years, the basis and system of organisation, and the achievements of present work. The book has a chronology and sixty photos.

208. **CHIANG, Chin-lung**
The science of data management. Taipei, This Generation Publishing Co., 1970. 221p. illus. Chinese.

Introduces in detail the establishment and development of a news agency, its purpose, objectives, organisation, personnel building and equipment; also, reporting and registration, the classification of data, the compilation of index, accounting, report, etc.

209. **HU, Chuan-hou**
News agency and its operation, by Chuan-hou Hu and Chia-yu Wang. Taipei, Taipei Journalists Association, 1964. 138p. illus. bibl. (Journalism books series, no.2). Chinese.

This book is divided into two sections. Section I written by Hu Chuan Hou, discusses the operation of news agencies in general, including its nature and types, news

gathering and reporting, news editing and news releases, as well as the supply of special features, pictures, and films. Section II, written by Chia-yu Wang, traces the development of news agency industries of the world and China. Both authors have been working in the Central News Agency for many years.

210. **LU, L'Wang-yu**
The past and the future of the news agency of China. Taipei, Graduate School of Journalism, National Chengchi University, 1962. 68p. mimeo. illus. bibl. thesis (M.A.). Chinese.

Reviews the history and status quo of the news agency of China and analyses their advantages and disadvantages. Draws a blueprint for a news agency after recovering the Chinese mainland.

211. **WANG, Chien-hsiung**
A study of the communication skills of the Central News Agency's overseas Chinese service in South-east Asia. Taipei, Graduate School of Journalism, National Chengchi University, 1972. 60p. mimeo. illus. bibl. thesis (M.A.). Chinese.

Investigates the skills of the Central News Agency (CNA) in building a favourable image of the Republic of China to the overseas Chinese. Information source control, reading motive control and message control are studied. 41 days of Chinese **Page Fax** drawn by rotated sampling are content analysed.

X. LAWS OF MASS COMMUNICATION

212. **CHANG, Ching-sun**
The theory and practice of press libel. Taipei, Cultural Foundation of China-hsin Cement Corp., 1967. 110p. bibl. Chinese.

This study is based on the premise of press freedom. It discusses the theory and practice of press libel from the viewpoint of press and law. The author hopes that by "purifying" the press and uplifting the adverse social environment some measures of social justice will be achieved. This study is based on a M.A. thesis submitted at the Graduate School of Journalism, National Chengchi University.

213. **CHEN, Kao**
Press law and regulation. Taipei, Chen Kao, 1968. 423p. illus. bibl. Chinese.

Illustrates the history of Chinese and foreign press law and regulation, the encouragement and protection of press

enterprises, the executive, civil and criminal obligations of press, press censorship, press ethics, etc. Also lists the relevant press laws and regulations.

214. **CHEN, Yu-fang**
A study of the press self-discipline. Taipei, Graduate School of Journalism, National Chengchi University, 1959. 59p. mimeo. bibl. thesis(M.A.). Chinese.

Discusses the international codes of ethics of the press, their relationship with the law, and press councils. Illustrates the three ways of press self-discipline: self-criticism, self-analysis and self-improvement. Describes with examples the characteristics of press self-discipline in Great Britain, America, Japan and China. Investigates the effects of press self-discipline on country, society, individual and the press itself. Summarises the advantages and defects of press self-discipline.

215. **HUANG, Chi-ming**
A comparative study of the press councils of Great Britain, Switzerland, Japan and China. Taipei, Graduate School of Journalism, National Chengchi University, 1967. 66p. mimeo. bibl. thesis(M.A.). Chinese.

Describes the set-up, organisation duties, jobs and sample cases of press councils. Great Britain, Switzerland, Japan, Korea and China.

216. **HUNG, Hsuan-wei**
The secretary of news source. Taipei, Taipei Journalists Association, 1967. 264p. Chinese.

Discusses the protection under Chinese laws of professional secrecy and personal secrecy. The author regrets that China does not provide for the professional secrecy of journalists.

217. **LEE, Andrew**
A general introduction to Chinese Press Law. By Andrew Lee and Pan Hsien-mo. 3d ed., Taipei, Chen Chung Book Co., 1961. 230p. illus. bibl. Chinese.

This book discusses Chinese press law, press freedom, constitution and freedom of speech, the duty and rights of reporters, the required procedures of establishing a newspaper as stipulated by law, the obligatory relief and protection, administrative disciplinary measures, slander, newspaper and copyright, the press law in emergency period, contempt of court, the legal responsibility of advertisement, etc.

218. **LEE, Ping-yen**
A study of the press policy of China for the present stage. Taipei, Graduate School of Journalism, National Chengchi University, 1960. 98p.+10p. mimeo. bibl. thesis(M.A.). Chinese.

Introduces the meaning, background, importance, and components of news policy, its relationship with press freedom, the making and carrying out of press policy, etc. Discusses the present situation of the press in China: the limitation and allotment of newsprint, the rectification of press law and whether Free China has press freedom.

219. **LEE, Thomas C**
A study of the press policy of China. Taipei, National Science Council, 1973. 77p. mimeo. illus. bibl. (NSC research report). Chinese.

Illustrates the press policy under various kinds of press theory and the trends of the press in the world. The emphasis of this paper is on the press policy of China. Also discusses the policies of newspaper, magazine, news agency, television, radio, movies, etc.

220. **LI, Hsien-lung**
The legal responsibilities of reports and comments in newspapers. Taipei, Graduate School of Journalism, National Chengchi University, 1963. 113p. mimeo. bibl. thesis(M.A.). Chinese.

Discusses the various aspects of legal responsibilities: slander, privacy, contempt of court, etc. Illustrates how newspaper reports and comments can be discharged from legal responsibilities.

221. **LIN, Huang-tsun**
A study of the dishonest medicine and drug advertisements in Taipei newspapers. Taipei, Graduate School of Journalism, National Chengchi University, 1971. 91p. mimeo. illus. bibl. thesis(M.A.). Chinese.

Reviews the methods of controlling the medicine and drug advertisements in Great Britain, Japan and China. Applies the method of qualitative analysis to analyze the advertisements in Taipei newspapers. Investigates the causes of dishonest advertisements and suggests solutions.

222. **LIU, Huai-ming**
A study of the problems of medical advertisements in Taiwan's newspapers in 1972. Taipei, Graduate School of Journalism, National Chengchi University, 1973. 85p. mimeo. bibl. illus. thesis(M.A.). Chinese.

Measures the quantity of medical advertisements in five newspapers and the ratio of undesirable advertisement. Exposes how advertisements are often published under the guise of feature stories, special columns and news items. Discusses the undesirable advertisements from the viewpoint of current laws and regulations.

223. **LIU, Wei-sen**
A study of press policy. Taipei, China Cultural Service, 1954. 104p. illus. Chinese.

This pamphlet studies the Chinese press policy and designs the future for Chinese press industry. The blueprint is based on three premises and viewpoints: 1. the national foundation of The Three Principles of the People; 2. the new international trends which should be adopted by China; 3. the discovery of past errors and remedial measures.

224. **POLITICAL Warfare College. Journalism Section**
Press policy. Taipei, Political Warfare College, 1956. 30p. illus. Chinese.

This pamphlet describes the definition of press policy, destructive and constructive reporting and press policy. Introduces the press laws of China from the end of the Ching Dynasty until 1956. Introduces the press policy of the Kuomintang.

225. **PRESS Council of Taipei**
The tentative radio, press and TV codes of the Press Council of Taipei. Taipei, 1973. 118p. illus. Chinese.

Includes the tentative press, radio and TV codes of the Republic of China and their interpretation. These codes are proposed to strengthen the moral responsibility of the reporters.

226. **SHAO, Ding-kang**
The world's constitutions and the press freedom. Taipei, Journalists Association, 1970. 127p. illus. bibl. (Journalism books series no.19). Chinese.

Includes a detailed discussion about press freedom as protected by the constitutions of other countries. The author uses these findings to discuss press freedom under the Chinese constitution.

227. **SUNG, Han-chang**
The legal responsibilities of newspaper advertisements. Taipei, Graduate School of Journalism, National Chengchi University, 1964. 33p. mimeo. bibl. thesis(M.A.). Chinese.

Discusses the legal responsibilities in connection with newspaper advertisement: slander, invasion of privacy, inaccuracy contempt of court, medical advertisement, etc. The author suggests four ways of improving medical advertisements.

228. **UNITED Daily News**
The key points of the freedom of speech. In New government, old topic Taipei, 1954. p.21-28. Chinese.

The article suggests that reporters should be "thinkers" and that the authorities should understand the importance of the press. Discusses whether there should be control on freedom of speech and suggests that the government should relax its control of speech.

229. **WU, Shu**
Privacy and mass communication. Taipei, Graduate School of Journalism, National Chengchi University, 1972. 60p. mimeo. illus. bibl. thesis(M.A.). Chinese.

Illustrates the origin, development and status quo of the right of privacy. Discusses how to escape invasion of privacy in news gathering, news reporting and news pictures. Emphasises the importance of respecting the privacy of others.

230. **YU, Ying-fu**
A study of newspaper trial. Taipei, The China Committee for Publication Aid and Price Awards, 1970. 146p. illus. bibl. Chinese.

This book is based on the press law theory of Western countries, the current law and regulation of China. First, explains the meaning and type of newspaper trial. Then, analyses the cause of newspaper trial and suggests measure to rectify it.

XI. COMMUNICATION TEACHING AND TRAINING

231. **CHENG, Chen-ming**
Research on journalism education in Chinese universities. Taipei, Graduate School of Journalism, National Chengchi University, 1963. 85p. mimeo. thesis (M.A.). Chinese.

Discusses the development of journalism education in the world. Criticises the prejudice of skepticism about journalism education. Explains the objectives and content of journalism education in universities. Strengthens the direction of contemporary journalism education in Chinese universities.

232. **MAO, Henry**
A brief report on the professional institutions engaged in mass communication in the Republic of China. A report prepared for AMIC. 5p. mimeo.

Briefly introduces the journalism education institutions in Taiwan.

233. **TSAI, Jeff**
Field training report. [Report of the director, Chinese Center for International Training in Family Planning to the director, East-West Communication Institute regard-

ing the East-West Communication Institute Family Planning Information Education and Communication Workshop Field Training, June 1-23, 1972]. **Taichung, Chinese Center for International Training in Family Planning, 1972. 11p. mimeo.**

A report submitted to the East-West Communication Institute on the "Family Planning Information, Education, and Communication Workshop Field Training." Lists the participants, their programme and schedule in the field training held at Taichung, Taiwan.

XII. MASS MEDIA IN FORMAL EDUCATION

234. **CHANG, Hsia-ting**
The theory and practice of instructional materials. Taichung, Education Department of Taiwan Provincial Government, 1960. 2v. illus. bibl. Chinese.

Volume one deals with the theoretical basis of instructional materials, and the materials and tools. Volume two describes the types of instructional materials, the development and status quo of such materials in China, and their evaluation. The author suggests that the following be emphasised in future: creativity, up-to-dateness, simplicity, commonness, honesty and beauty.

235. **CHOU, Kai-hsuan**
The theory and practice of electronic education. Taipei, The Friend of Police Club, 1959. 202p. illus. Chinese.

Defines the meaning of electronic education, describes its relation with various methods of education, its special function, teaching method, the utilisation of equipment, the status quo of electronic education in the world and in Taiwan, etc.

236. **KUOMINTANG.** Central Commission. Evaluation and Discipline Committee
The development and the outlook of the school on the air — TV and Satellite Teaching. Taipei, 1969. 352p. illus. Chinese.

Introduces "the school on the air" of foreign countries to show the possibility and the necessity of this new type of education in China. The author submits his ideas about Chinese education.

237. **LIN, Der-hui**
Educational radio and television. Taipei, Hsin Min Publishing Co., 1971. 336p. illus. Chinese.

It consists of three parts. Part one deals with educational radio: its importance, type and audience analysis,

the broadcast equipment in school, and the development of educational radio in other countries. Part two discusses the meaning and effect of educational television, the open and closed circuit educational television, etc. And part three introduces the schools-on-the-air in the world.

238. **LIU, Hsin-wu**
An experimental study of educational TV. Taipei, Graduate School of Journalism, National Chengchi University, 1971. 38+10p. illus. bibl. thesis(M.A.). Chinese.

Applies methods of controlled experimentation to test the effect of the Pressey method in learning. The subjects are 104 grade-8 students in Taipei. The results assure the function of the Pressey method and educational TV.

239. **WANG, Chiung**
The theory and practice of instructional radio. Taipei, National Institute of Educational Materials, 1964. 95p. bibl. Chinese.

Discusses the teaching requirement and techniques of instructional radio.

240. **WANG, Huan-chen**
TV teaching. Taipei, Taiwan Bookstore Co., 1968. 282p. illus. bibl. Chinese.

Discusses the simple principle of television. Investigates how to utilise TV in teaching, the scope and characteristics of TV teaching, the techniques of producing TV teaching programmes, the selection utilisation, evaluation and advertisement of such programmes, and TV teaching and school administration. Mentions some experiments of TV teaching and its prospect.

XIII. ADVERTISING, MARKETING, PUBLIC RELATIONS AND MANAGEMENT

241. **CHANG, Tzu-han**
Advertising on radio and TV. Taipei, Taipei Journalists Association, 1967. 252p. illus. (Journalism books series no.7). Chinese.

This book consists of the following parts: radio and TV advertising, history of advertising in Taiwan, understanding of radio and TV, management, how a station undertakes advertising business, production of advertisement, survey research, etc. Author submits his opinions regarding Taiwan advertising business.

242. **CHAO, Christopher Y**
A study on the cumulative effect of advertisements in Taiwan. Taipei, 1972. 52p. mimeo. illus. Chinese.

This unpublished research report uses the market data of Taiwan Takeda Chemical Co. from 1963-1971 to find the cumulative effect of advertisements in Taiwan. It also attempts to find the existence, importance and measurement of the cumulative effect.

243. **CHEN, Tien-hsiang**
Introduction to public relations. Taipei, Haitien Printing Co. Ltd., 1963. 62p. illus. Chinese.

This pamphlet introduces the basic concept, development, essentials and tendency of public relations. Discusses the relationship between public opinion and public relations, the relationship between management and public relations, etc.

244. **CHIEN, Chun-tang**
The advertising of newspaper. Taipei, Taipei Journalists Association, 1967. 243p. illus. (Journalism books series, no. 6). Chinese.

This book consists of six chapters. The first chapter, briefly introduces the definition and function of advertising, general criticism of advertising, and the status quo of advertising in Taiwan. The second chapter discusses the advertisers, the advertising agencies, the advertising media and the relationships among them. The third chapter discusses the advertising practice on newspaper. The fourth and fifth chapters present the planning, production and effect on advertising. This book investigates comprehensively the advertising progress — from the formation of concept to its appearance on media and finally the effect test.

245. **CHI, Gin-yao**
The public relations of election campaign. Taipei, Haiten Publication Co., 1965. 97p. illus. Chinese.

This pamphlet is based on the findings of the voting behaviour of scholars, the propaganda campaign of three U.S. presidents since World War Two, the two-way theory of public relations and practical experience. It then progresses onto the theory and practice of public relations in election campaign.

246. **CHOU, Shuang-i**
The motivation of buying TV sets: a study on consumers in Taiwan five major cities. Taipei, Graduate School of Business Administration, National Chengchi University, 1971. 83p. mimeo. bibl. illus. thesis (M.A.). Chinese.

873 consumers in five major cities in Taiwan are surveyed by questionnaire. Investigates the potential moti-

vations of buying TV sets and the relative factors. Analyses the market of TV sets in Taiwan and predicts its future development.

247. **HO, Chao-li**
Dishonest advertisements and advertising ethics. Taipei, Graduate School of Journalism, National Chengchi University, 1958. 69p. mimeo. illus. bibl. thesis(M.A.). Chinese.

Illustrates the development and perspective of advertisements, the reason and background of dishonest advertisements and the damage done by such advertisements. Discusses with examples from newspapers of three kinds of dishonest advertisements: immoral, cheating and slander advertisements. Proposes a code of advertising ethics for the Chinese press.

248. **HSIEH, Chau-kuen**
A study of the Taipei drug manufactures' attitude toward advertising. Taipei, Cultural Foundation of Chiahsing Cement Corp., 1969. 101p. illus. bibl. Chinese.

Submitted as M.A. thesis at the Graduate School of Journalism, National Chengchi University. The purposes of this thesis are: 1. to understand Taiwan's industrial and business circle's idea about advertising; 2. to seek the actual reasons why most manufacturers don't advertise; 3. to find measures to improve Taiwan advertising business. The author uses quantitative measures to collect data. The six steps are pretest, hypotheses, topics, sampling, visiting and calculating.

249. **KUO-HUA Advertising Co.**
A handbook of media. Taipei, 1972. 212p. illus. Chinese.

Introduces seven kinds of advertising media: newspaper, TV, radio, magazine, cinema, out-door, and individual mailing.

250. **LEE, Chih-kang**
The design of the layout and copy of newspaper advertisements. Taipei, Graduate School of Journalism, National Chengchi University, 1958. 86p. illus. bibl. thesis(M.A.). Chinese.

Illustrates the quality of advertising and the development of newspaper advertisements. Discusses the principles and techniques of the design and layout of copy. The author submits his opinions and suggestions for the improvement of newspaper advertisements in China.

251. **LEE, Mo-ping**
Public relations and communication. Taipei, Intellectual Publishing Co., Ltd., 1973. 202p. Chinese.

This book consists of thirty three short articles on public relations and communication based on foreign materials. The objectives of this book are to introduce the basic concept and practice of public relations, and to

explain the relationship between public relations and communication so that the people may have a correct understanding about public relations. These articles have been published in "Intragovernment News Monthly" during the last four years.

252. **LIAO, Hsin-hong**
A study of the function of advertising agents in Taiwan. Taipei, Cultural Foundation of Chia-shin Cement Corp., 1968. 128p. illus. Chinese.

Submitted as M.A. thesis at the Graduate School of Journalism, National Chengchi University. Analyses the work of advertising agents in Taiwan. Investigates the factors influencing advertising. Illustrates the status of Taiwan advertising agents and the advertisers' attitude toward advertisements. Also describes the present condition of Taiwan advertising media.

253. **MING, Chien-hua**
A study on the status quo of Taiwan's newspaper advertisement. Taipei, Cultural Foundation of Chia-hsin Cement Corp., 1968. 72p. illus. bibl. Chinese.

Submitted as M.A. thesis at Graduate School of Journalism, National Chengchi University. Among the subjects discussed are: the status of newspaper as an advertising medium in the whole advertising market, advertising by foreigners, content analysis of advertisement, Taiwan's economic development, the newspaper circulation, the analysis of newspaper format and the concept of advertising.

254. **TONG, Peng-nien**
The practical public relations. Taipei, Young Lion Book Store, 1964. 145+33p. illus. Chinese.

This is a practical reference book for public relations and mass communication practitioners. Its seven chapters discuss the origin, the advantages, the type and the function of public relations, its relationship with news reporting, how to carry out a successful programme, the qualification and social manners of public relations personnel.

255. **TU'UI, Pao-yin**
Introduction to public relations. Taipei, Taipei Journalists Association, 1966. 202p. bibl. (Journalism books series, no.2). Chinese.

Traces the historical development as well as explores the connotation of public relations to set the stage for a proper definition. Public relations as a profession in Taiwan is still far from developed. However, the author insists that there is considerable potential in its development.

256. **WANG, Te-shing**
Advertising. 9th ed., Taipei, Department of Business Administration, National Chengchi University, 1971. 390p. bibl. illus. Chinese.

This book illustrates the theory and practice of advertising: its theoretical basis, techniques, the promotion of moral responsibility, the measurement of value, the analysis of media, the management and public relations. Some are on: advertising and mass communication, the organisation and management of advertising industry, the use of films and music in advertising.

257. **WU, Kuan-tao**
A study on the effects and techniques of radio advertisement. Taipei, Graduate School of Journalism, National Chengchi University, 1963. 121p. mimeo. illus. bibl. thesis(M.A.). Chinese.

Illustrates the characteristics, effects, principles and techniques of radio advertisement. Also submits four points to be carried out.

258. **WU, Shao-yuan**
The study and development of public relations. Taipei, 1971. 268p. Chinese.

Describes the meaning, origin, research and responsibility of public relations. Illustrates the important status of mass communication in public relations. Discusses public relations, public opinion and public opinion survey. Also mentions the traditional public relations of China and ways to study and develop public relations.

XIV. GOVERNMENT COMMUNICATION

259. **CHU, Godwin**
The function of mass communication in government's public relations. By Godwin Chu and Chi Gin-yao. Taipei, Center of Public and Business Administration Education, National Chengchi University, 1965. 71+ 4p. illus. bibl. Chinese.

This survey report probes how government public relations workers diffuse the information of government policy through three mass media: newspaper, radio and television. Also investigates the public's opinion toward those policies. The social survey method is used in this study.

260. **EXECUTIVE YUAN.** Government Information Office
Brief description of the business of the Government Information Office. Taipei, 1971. 22p. Chinese.

Introduces the Government Information Office's work regarding domestic and international propaganda. Also reviews the current propaganda.

261. **KUOMINTANG. Central Commission.** Fourth Section
A handbook of propaganda. Taipei, 1969. 380p. illus. Chinese.

All kinds of propaganda theories and techniques, the relationships between government and mass communication enterprises, propaganda practises, election and election propaganda, regulations and laws of press and propaganda are discussed. As this handbook is published by the Kuomintang, the history, policies, current propaganda, and relevant regulations of the party are also included.

262. **KUOMINTANG. Central Commission.** Fourth Section
The psychological warfare and problems in the press. Taipei, 1969. 14p. Chinese.

This pamphlet deals with three central topics: 1. the definition of news, propaganda and psychological warfare, and their relation and differences; 2. the characteristics of the news activity of Communist China; 3. the existing problems of the press.

263. **LEE, Thomas C**
A study on the governmental public relations in China. Taipei, Graduate School of Journalism, National Chengchi University, 1956. 107p. thesis(M.A.). Chinese.

Explains the nature of governmental public relations. Stresses that democracy and press freedom are the green house of true public opinion which is the basis of governmental public relations. Therefore, the government should encourage democracy and press freedom.

264. **SHIH, Chang-yao**
The flow of public affairs information in rural Taiwan. Taipei, Graduate School of Journalism, National Chengchi University, 1972. 72p. mimeo. thesis(M.A.). Chinese.

Hundred farmers in two villages are surveyed by questionnaire. Applies chi-square to test the hypotheses. Investigates the source of Taiwan farmer's public affairs information and whether the opinion leaders exist. Compares the conditions between one traditional and one modernised village.

265. **TAIPEI Municipal Government.** Office of information
Administration and mass media. Taipei, 1969. 36p. illus. Chinese.

Four topics are discussed in this book: 1. news administration; 2. news administration work; 3. publicity by the Office of Information; and 4. the development of mass media (newspapers, news agencies, radio stations, TV stations, magazine and publication industries).

266. **TAIWAN. Ministry of Education.** Bureau of Cultural Affairs
A brief description for the guidance of radio and TV programs. Taipei, 1971. 25p. illus. Chinese.

Discusses four topics: 1. a brief account of radio and TV in China; 2. the history of radio and TV and the official duties of the Bureau; 3. the administration of radio and TV; and 4. the guidance radio and TV by Bureau of Cultural Affairs.

267. **TAIWAN. Ministry of Education.** Bureau of Cultural Affairs
The fourth year of the Bureau of Cultural Affairs. Taipei, 1971. 236p. illus. Chinese.

Outlines the jobs done in the third year: the improvement and guidance of the cultural activities in general; the promotion, administration and guidance of literary activities, radio, TV, movie, etc. Also appends the important events during the year.

268. **TAIWAN. Ministry of Interior Affairs**
A brief description of the administration of publication business. Taipei, 1973. 20p.+12p. illus. Chinese.

Introduces briefly the registration of publishing enterprises, the screening and administration of published material, the assistance and rewards given to publications. Contains the current Publication Law implemented in June, 1958. Includes statistics of publications.

269. **TAIWAN. Ministry of Interior Affairs**
A brief description of the administration of publication enterprises. Taipei, The Fourth Section of the Central Committee of Kuomintang, 1971. 28p. illus. Chinese.

This simple account consists of 13 chapters. The first four chapters explain the definition and classification of publications, the authorities concerned and the registration of publication enterprises. The next four chapters explains what items require registration, the organisations to which publications should be sent for review, the restrictions in publication, the review of content and the disposal, etc. The ninth to eleventh chapters, discuss executive punishment, prohibition, guidance and rewards. The twelfth chapter illustrates the work of the Ministry. The thirteenth chapter discusses practical problems.

270. **TAIWAN Provincial Government.** Office of Information
Handbook. Taichung, 1973?

Handbook includes the law, regulations, requirement, correspondence, order, and other items regarding press and publication.

271. **TAIWAN Provincial Government.** Office of Information
The mass communication enterprise. Taichung, The Preparatory Commission for Celebrating the 60th Anniversary of the Republic of China, 1971. 196p. illus. bibl. Chinese.

Illustrates the situation and organisation of various mass communication enterprises during and before 1971. Contains press, broadcasting and motion picture industries. Also discusses the governmental administration, assistance, coordination and utilisation.

272. **TAIWAN Provincial Government.** Department of Information

A brief description of the duties of the Department of Information. Taichung, 1971. 18p. illus. Chinese.

Includes the Department's mission, organisation, important duties, etc.

XV. SOCIAL CONTEXTS OF THE MEDIA

273. **CHANG, Shih-heng**

The radio and television sociology. Taipei, Audio-visual Educational Center, Fu Jen University, 1968. 322p. Chinese.

This book discusses radio and television from the viewpoint of sociology. Its content includes general introduction, the fringe subjects, research methodology, relevant problems of radio and television sociology, the radiative nature of the influence on society by radio and television, audience research, the problems of audience's interests, and the review of the influence on children, youth and families by radio and television.

274. **CHANG, Yu-fa**

The communication activites in the pre-Chin era and their impact on culture and politics. Taipei, Cultural Foundation of Chia-hsin Cement Corp., 1966. 206p. bibl. Chinese.

Submitted as M.A. thesis at Graduate School of Journalism, National Chengchi University. Illustrates the communication activities and their impact during the pre-Chin era, the symbols and tools of communication, communication between hierarchies, and communication between areas.

275. **CHEN, Chih-ping**

A survey and analysis of the news listening and reading habits of Taiwan high school students. Taipei, Graduate School of Journalism, National Chengchi University, 1959. 82p. mimeo. illus. bibl. thesis(M.A.). Chinese.

Using the technique of quantitative analysis, the radio listening and reading habits of Taiwan high school students from 58 classes are studied. Illustrates the high school students' news exposure, their habit and interests with the techniques of quantitative analysis.

276. **CHEN, Chin-heng**

The influence of TV advertisements on Taipei children. Taipei, Graduate School of Journalism, National Cheng-

chi University, 1969. 124p. mimeo. illus. bibl. thesis (M.A.). Chinese.

Primary school pupils above second grade in Taipei are surveyed by questionnaire. Data is analysed by cross tabulation. The influence of TV advertisements on children in Taipei is measured.

277. **CHENG, Hui-ho**
The impact of the inadequate content of mass communication upon juvenile delinquents. Taipei, Cultural Foundation of Chia-hsin Cement Corp., 1964. 112p. illus. bibl. Chinese.

Submitted as M.A. thesis at the Graduate School of Journalism, National Chengchi University. Illustrates theoretically the meaning of mass communication, the molding of behaviour, juvenile delinquency, the status quo and inadequate tendency of mass media in Taiwan. Interviews 19 juvenile delinquents and analyses their background. Explores the juvenile interests in receiving mass communication.

278. **FAN, Chu-chai**
The evolution of Taiwan's social values as shown in soap operas on BCC's radio. Taipei, Cultural Foundation of Chia-hsin Cement Corp., 1967. 94p. illus. bibl. Chinese.

Submitted as M.A. thesis at the Graduate School of Journalism, National Chengchi University. Analyses the evolution of the social values in Taiwan from the content of the plays on Broadcasting Corporation of China (BCC). The data comes from 24 sample plays selected by purposive sampling. Quantitative analysis and chi-square distribution are applied in analysing the data.

279. **HSU, Kang-fu**
The response of the Taipei families to TV programs. Taipei, Graduate School of Journalism, National Chengchi University, 1970. 51p. mimeo. illus. bibl. thesis (M.A.). Chinese.

Taipei families are surveyed by questionnaires to study their response to Taiwan Television Co.'s programmes. The findings show that most audiences watch TV only for entertainment, and the programmes of both Taiwan Television Co. and Educational Television Station are far from perfect.

280. **HUNG PU, Ho-wang**
The diffusion process of professional information. Taipei, Graduate School of Journalism, National Chengchi University, 1970. 45p. mimeo. illus. bibl. thesis(M.A.). Chinese.

Investigates whether the two-step flow of communication and the five stages of accepting new objects applies in Taiwan with a case study of the adoption of new drug by doctors. A questionnaire survey is conducted on 47 doctors.

281. JEN, Yu
A study of housewives' motivations to watch TV serials. Taipei, Graduate School of Journalism, National Chengchi University, 1972. 96p. mimeo. illus. bibl. thesis (M.A.). Chinese.

A survey of housewives in order to find what type of satisfaction they want to experience in watching TV serials and what factors motivate them to watch TV serials. The results find that the motivations are: 1. for habit; 2. for entertainment; 3. to revive an old dream; 4. for emotional release; 5. for substitutive participation; and 6. for reference in daily living.

282. LEE, Hsin-chu
Public opinion and news. Taipei, Graduate School of Journalism, National Chengchi University, 1956. 162p. mimeo. thesis(M.A.). Chinese.

Discusses the meaning, formation and expression of public opinion, the content, media, components of news, the relationship between public opinion and news, etc. The author points out that the influences of public opinion on news are: 1. suitable for reader; 2. selection. He also points out that the five elements of the influences of news on public opinion are: people, news media, problem, situation and effect.

283. LEE, Sheng-wen
A study of the news listening and reading habits of college students. Taipei, Graduate School of Journalism, National Chengchi University, 1962. 68p. mimeo. bibl. thesis(M.A.). Chinese.

Illustrates the reasons and purposes why college students expose themselves to certain media (newspaper, radio or magazine), their listening and reading habits, and their interests. Compares the impact of various medium upon college students. Discusses the relationship between critical content and college students.

284. LIN, An-chi
The effect of mass media on voting behaviour in a Taiwan local election. Taipei, Graduate School of Journalism, National Chengchi University, 1971. 41p. mimeo. illus. bibl. thesis(M.A.). Chinese.

Conducts a questionnaire survey of 600 households in Taipei in order to investigate whether the mass media can influence voting behaviour. The result shows that mass media can influence the voters' attitude, sometimes their voting behaviour only in the case of a new problem or a new candidate.

285. LIN, Hsiao-hui
The effect of sports news on the behaviour of Taipei public junior middle school students. Taipei, Graduate School of Journalism, National Chengchi University, 1971. 41p. mimeo. illus. bibl. thesis(M.A.). Chinese.

Illustrates the effect of communication on public junior middle school students by measuring the influence of a sports news on their behaviour. Some students selected by systematic random sampling are surveyed.

286. LIN, Hui-lin
The influence of TV on farmers' attitude. Taipei, Graduate School of Journalism, National Chengchi University, 1966. 79+7p. mimeo. illus. bibl. thesis (M.A.). Chinese.

Investigates the net effect of TV on traditional personality in the early years of TV in Taiwan. An open-ended questionnaire is served to the farmers. The TV exposure is used as treatment in this experimental study.

287. LO, Shen-tung
A case study of image building through mass media. Taipei, Cultural Foundation of Chia-hsin Cement Corp., 1972. 84p. illus. Chinese.

Submitted as M.A. thesis at the Graduate School of Journalism, National Chengchi University. Uses the magazine "World Today" as a case study to examine the function of image building through the mass media. It also shows how U.S.A. utilises "World Today" to influence to Chinese readers. This thesis uses both quantitative and qualitative analyses.

288. LUNG, Chung-kuang
A study of the social service of Taipei's newspapers. Taipei, Graduate School of Journalism, National Chengchi University, 1966. 132p. mimeo. thesis(M.A.). Chinese.

Describes the theoretical and practical aspects of the social role of newspapers in general, and of Taiwan in particular. Discusses the techniques of propagating social campaigns and future developments.

289. PAN, Sheng-teh
A study of the public opinion and factional fight in the Northern Sung Dynasty. Taipei, Graduate School of Journalism, National Chengchi University, 1961. 74p. mimeo. illus. bibl. thesis(M.A.). Chinese.

investigates the way of expressing public opinion and its relationship with the factional fight in the Northern Sung Dynasty. Compares the political infighting of ancient China with that of modern political parties.

290. TAIWAN. Ministry of Economic Affairs. Textile Industry Development Section
A study of the housewives' media exposure in Taiwan. By Textile Industry Development Section of the Ministry

of Economic Affairs and the Public Opinion Survey Center of the National Chengchi University. Taipei, 1969. 130p. illus. Chinese.

A questionnaire survey of 900 housewives selected by systematic sampling. Illustrates housewives's exposure to radio, newspaper and television. Investigates the correlation between media exposure and economic status, education, husband's profession, residence, etc.

291. **TSENG, H P**
TV's impact on children. Taipei, National Science Council, 1970. 105+10p. mimeo. illus. (NSC research report). Chinese.

This is a comparative study of children who watch TV and those who don't watch TV. 630 children are selected by systematic sampling. The interviewees are children aged between 9 and 14, and their parents and teachers. The study shows that TV really has an impact on children.

292. **WANG, Tuan-cheng**
The methods and effects of party propaganda in Taiwan local election. Taipei, Graduate School of Journalism, National Chengchi University, 1971. 69p. mimeo. illus. bibl. thesis(M.A.). Chinese.

Investigates the effects of party propaganda through media and face-to-face communication in a Taiwan local election. Surveys 320 voters by questionnaire. Uses Chi-square and percentage to analyse the data.

293. **WUNG, Hsiu-chi**
The relationship between TV viewing and custom at night of the national primary students in Taipei. Taipei, Graduate School of Journalism, National Chengchi University, 1973. 80p. mimeo. illus. bibl. thesis(M.A.). Chinese.

Explains the role and impact of TV in the daily life of Chinese children. The data is collected from a survey of 216 students in Taipei.

294. **YANG, Wen-chun**
The impact of TV violence programs on the aggressiveness of children. Taipei, Graduate School of Journalism, National Chengchi University, 1973. 83p. mimeo. illus. bibl. thesis(M.A.). Chinese.

Investigates the impact of TV violence programmes on the aggressiveness of children. Uses experimental and survey research methods to collect data. 90 six-grade students are studied. Applies two-way analysis of variance to test the significance level.

295. **YEN, Clement C**
The formation of public opinion in Han Dynasty and its impact on politics. Taipei, Cultural Foundation of Chia-hsin Cement Corp., 1964. 92p. illus. bibl. Chinese.

Submitted as M.A. thesis at the Graduate School of Journalism, National Chengchi University. It explores the ways of the expression of public opinion in Han Dynasty and their impact on political, social and economic policies. The conclusions are: 1. Han Dynasty had much freedom of speech; 2. the intellectuals were the center of the expression of public opinion; 3. the public opinion could influence the policies; and 4. the influences lasted until succeeding generations.

296. **YEN, Clement C**
The influence of public opinion and court discussion upon the factional fight in northern Sung Dynasty. Taipei, National Science Council, 1964. 85p. (NSC research report). Chinese.

Analyses and explains the influence of court discussion and public opinion upon the factional fight from three angles: the diversity of the factional opinion, the difference and similarity of the regional prejudice, and the origin of the schools of thought.

297. **YUAN, Shin-yung**
The impact of campaign communications on the voting behaviour of Taiwan farmers. Taipei, Graduate School of Journalism, National Chengchi University, 1973. 96p. mimeo. illus. bibl. thesis(M.A.). Chinese.

Investigates the major factors determining farmers' attitude and voting behaviour and the channels through which they come to know the candidates. The effects of mass communication and face-to-face communication, and the function of opinion leaders are also studied. The data is collected from a survey of 100 farmers selected by purposive and systematic sampling.

XVI. COMMUNICATION TECHNOLOGY

298. **LEE, Thomas C**
Space communication: development, effects and problems. Taipei, Young Lion Monthly Co., 1971. 142p. illus. bibl. Chinese.

Discusses the development, influence and problems of space communication. Proposes how to improve the system for China in anticipation of space communication. The author reiterates the necessity of establishing public TV system.

XVII. MASS COMMUNICATION PERIODICALS

299. **The ADVERTISER**
1969- annual. Taipei, Department of Commercial Advertising, Hsing-wu Commercial Junior College. Chinese.

Contents include theses and book reviews in connection with advertising.

300. **AUDIO-VISUAL education**
1959- bimonthly. Taipei, Audio-visual Education Hall, National Taiwan Normal University. Chinese.

Edited by Chen Yeong-chao, this journal is concerned with the use of audio visuals in education and radio and television teaching. Reports the audio-visual education and activities of National Taiwan Normal University and other Normal Schools. Some articles are translated works.

301. **COMMUNICATION**
1967- annual. Taipei, Association of Mass Communication, College of Chinese Culture. Chinese.

Contains writings and translated works relating to mass communication. Its contents can be classified under: features, special reports, lectures, translated works, book reviews, etc. Most of the contributors are faculty members and students of the Deparment of Mass Communication at the college of Chinese Culture.

302. **INTRA-GOVERNMENTAL news**
1965- monthly. Taipei, Bureau of Government Information, Executive Yuan. Chinese.

Attempts to promote the development of public relations in Taiwan. Journal carries regular sections on: 1. theses on public relations; 2. theses on mass media; 3. theses on news diffusion and exchange; 4. news of the public relations practitioners; 5. news of the reporters; 6. prose and poems written by the public relations practitioners.

303. **JOURNALISM magazine**
1952- semi-annual. Taipei, Taipei Editors Association. Chinese.

The objectives of this magazine: 1. to record the experience of senior newspapermen; 2. to investigate the various relative problems. The directions of the effort are: 1. to establish the theoretical center of press freedom; 2. to enrich the knowledge of practical journalism; 3. to respect the achievements of Chinese press in the past.

304. **JOURNALISM magazine quarterly**
1970- quarterly. Taipei, Department of Journalism, College of Chinese Culture. Chinese.

Contains articles on journalism, the experience of reporters, the electronic education, advertising, the correspondence of the Journalism Department, chronicle of press activity, and other aspects of communication.

305. JOURNALISTS magazine
1961- bi-annual. Taipei, Association of Journalism, National Chengchi University, Chinese.

This magazine concentrates on the teaching and practice of journalism in Taiwan. It provides a forum for the discussion of special problems in journalism and of practical experiences of working journalists.

306. RADIO
1955- annual. Taipei, Broadcast Association of China. Chinese.

The editorial policy of this journal is to study the various aspects of radio, to improve its performance and to provide information about its past and present developments.

307. RADIO Television
1966- quarterly. Taipei. Chinese.

This magazine is published by the Broadcast Association of China. Its objective is to provide the radio and TV practitioners with a magazine to put forth their experience and to learn from each other. This magazine publishes more specialized articles which are written for the professional and not for a general audience.

308. WIRELESS techniques quarterly
1959- quarterly. Taipei, Wireless Association of China. Chinese.

Edited by Chen Mao-pang, this journal carries regular sections on: 1. features; 2. technical guidance; 3. assorted talks on TV techniques; 4. electronic science research; 5. amateur wireless; 6. navigation communication; 7. electronic job opportunities; 8. introduction to electronic figures; 9. laws and regulations, etc.

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